

44th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



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and Floor Plans**

March, 1954

NERSICA

BOMA

NERSICK
pp. 24, 25



NRCA
pp. 32, 33

ROOFERS!

You can sell the *most beautiful roof in town!* BARRETT asphalt shingles have the style and color to back you up . . . and Barrett supports you with a great sales promotion program and national advertising like this



HE SAID: *I want a roof
that's weather tight*

BARRETT'S

beautiful new pastel blue shingle is just one of the many shingle shades receiving nation-wide acclaim by decorators, builders and architects . . . acclaim that has made Barrett Shingles tops in the roofing industry.



SHE SAID: *I want the
colors fashion-right*



BARRETT'S

solid shades, blends and pastels sell themselves on sight — and the Barrett Stereo Viewer shows the line in full color and in 3 dimensions! The prospect picks for himself! Send for the "View-Master" 3D kit now. Ask how you may become the Barrett Authorized Shingle & Siding Contractor in your community



*And now they're happily
at home under the*

MOST BEAUTIFUL ROOF IN TOWN

BARRETT DIVISION



ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.
36th St. & Grays Ferry Ave., Philadelphia 46, Pa.
1327 Erie St., Birmingham 8, Ala.
In Canada: The Barrett Company, Ltd.,
5551 St. Hubert St., Montreal.



100 years of experience



"Everyone wants Bondstone"

says J. W. Livingston

NEW Bondstone Dealer, Arkansas City, Kansas

PHONE: 1674
REG. 1108

J. W. LIVINGSTON



HOME AND COMMERCIAL MODERNIZER

Exclusive Bondstone Dealer for Southern Kansas and Northern Oklahoma

100. N. SUMMIT
ARKANSAS CITY, KANSAS

October 3, 1953

Mr. Elliot Mesnick, General Manager
Emco Cement Products, Inc.
Shamokin, Penna.

Dear Mr. Mesnick:

In answer to your letter regarding my progress as a new BONDSTONE franchise dealer, I am happy to report a terrific reception with BONDSTONE. I have been selling HOME IMPROVEMENTS for fifteen years and have never handled a product that appeals to so many different people. Everyone wants BONDSTONE, commercial owners and home owners alike.

To give you an idea of my progress since becoming a BONDSTONE franchise dealer on August 26, 1953, I have sold eight BONDSTONE jobs totaling 125 squares. These jobs total \$16,294.00, on which there will be a HANDSOME PROFIT. Three of these sales resulted from leads furnished me by your home office in answer to BONDSTONE advertising in Consumer Magazines. Needless to say they were very much appreciated.

Last week my BONDSTONE display at the Kay County Fair at Blackwell, Oklahoma, produced over 100 leads. Mr. Mesnick at times we could hardly breathe for the people around the display. Interest was fantastic. I certainly appreciate the cooperation extended me and I am looking forward to a lasting and profitable future with BONDSTONE.

Sincerely,

J. W. Livingston
J. W. Livingston.

Beautify your home with BONDSTONE . . . The Miracle man made Stone.



Be a Bondstone Dealer

There are now more than 200 franchised Bondstone Dealers like J. W. Livingston—MAKING MONEY. Bondstone is a beautiful front line product—helps you sell other types of siding and specialty items, as well.

It's easy and profitable to be a Bondstone Dealer. Bondstone gives you SALES ASSISTANCE . . . NATIONAL ADVERTISING . . . PRODUCTIVE LEADS.

CALL, WRITE, WIRE TODAY

EMCO CEMENT PRODUCTS, INC.

SHAMOKIN, PA. • Telephone Shamokin 8-6884

Bondstone in Canada



from the ageless mineral **ASBESTOS**



... comes the smooth-surfaced built-up roof

FLEXSTONE*

which provides
a flexible covering
of stone ...



JOHNS MANVILLE
JM
PRODUCTS

Because they are made of the mineral, asbestos, the felts of a Johns-Manville Flexstone Built-Up Roof assure lasting service and protection. They will not support combustion. They effectively resist the drying-out action of the sun . . . won't rot, are weatherproof and need no periodic coating.

Flexstone Built-Up Roofs are

smooth-surfaced . . . permit thorough drainage . . . make damage easy to locate and repair. These superior advantages are also provided by the J-M Flexstone Special Built-Up Roof . . . developed especially for dead-level decks.

For complete information about Flexstone Roofs and J-M Asbestile* Flashing System that provides thor-

ough water tightness and effective treatment for critical roof areas, see your Approved Johns-Manville Contractor. He's listed in the Classified Section of the telephone directory. Or send for folder BU-51A. Write Johns-Manville, Box 158, New York 16, N. Y. In Canada, write 199 Bay St., Toronto 1, Ont.

*Reg. U. S. Pat. Off.

Made of ASBESTOS

Johns-Manville FLEXSTONE® Built-Up Roofs

ASBESTOS CORRUGATED TRANSITE® • ACOUSTICAL CEILINGS

DECORATIVE FLOORS • MOBILE WALLS • ETC.



**INSULATING BOARD adds
the third dimension to the World's Finest**

ALUMINUM SIDING

Jobbers, Dealers, Salesmen—this is it! The hottest siding product since Inselbric itself! It's got everything! Beauty that never shows its age—aluminum that looks like charming new clapboard—the deepest shadow-line on the market—and Insulation they can actually see!

Yes, it has more of everything than any other Aluminum Siding—plus thick insulation board that locks out heat or cold—that acts as a built-in shock absorber to end damage or dents—that eliminates the rattle of rain. 3D-Inselum is the siding for your future! It's easier to sell—because the difference is so easy to see and show!

And wait till you see the promotion package. As dramatically different as 3D-INSELUM itself. Both product and promotion are proof again that INSELBRIC accepts the challenge of leadership—and stays out—way out front!

WIRE, WRITE OR PHONE FOR DETAILS

JONES & BROWN, INC.

439 SIXTH AVE.

Pittsburgh 19, Pennsylvania



**THE
THIRD
DIMENSION**

Three Ways Better

1 3-DIMENSION INSULATION

Other aluminum sidings have only length and width. 3D-Inselum adds depth with heavy insulation board.

2 THE ONLY SILENT ALUMINUM SIDING

Eliminates the rattle of rain or hail. Seals out street and traffic noises! Ends dents and damage!

3 GUARANTEED TO OUTLAST THE WALLS IT COVERS

Nothing can match it! Nothing can ever hit Time-proof! Noise-proof! Vermin-proof! Fire-safe!

**Can Be Applied In The Conventional Manner
Without Insulation Board**

GENTLEMEN:

AR-3

Please rush me the complete Price — Profit —
and Selling Story on 3D-INSELUM. I am a

DEALER

DISTRIBUTOR

NAME _____

ADDRESS _____

CITY _____ STATE _____

Phone Number _____

**ROOFING
INDUSTRY
DEMANDS
BRING
ASTOUNDING
RESULTS!**

You said: "Give us an awning that's really different, and we'll sell it."

WELL, HERE IT IS!

...an awning that's *truly new*—really loaded with unique, exclusive and **FAST-SELLING Features!**

**Yes, there is something
Really new under the Sun.....**

Modern horizontal lines designed to enhance every type of home

EVERY Alumatic Awning and Canopy has the exclusive "RainTrol" gutter.

COMPARE feature for feature with any other awning on the market... YOU'LL AGREE -- there is something **NEW** under the sun!

- EXCLUSIVE "MAGIC LIGHT" . . . More soft, diffused light . . . brighter rooms!
- EXCLUSIVE INSTALLATION FEATURES . . . Can be installed by anyone in minutes!
- EXCLUSIVE LOK-TITE CONSTRUCTION . . . Eliminates rattles—louvers can't blow off!
- EXCLUSIVE ADJUSTABLE PITCH . . . To meet every homeowner's demand!
- EXCLUSIVE "VENTROL" . . . Allows natural ventilation to cool the home.
- UNBELIEVABLY LOW-PRICED!

ALUMATIC AWNINGS are available for immediate delivery -- Ready to install; or in convenient lengths!

Alumatic®

ALUMINUM AWNINGS AND CANOPIES



**EXCLUSIVE
COLOR
COORDINATION!**



Louvers can be easily installed, removed, or replaced, without tools. Color patterns readily changed by the home owner. Special "Lyfanite" 5-stage base keeps fused-on rainbow colors looking like new!

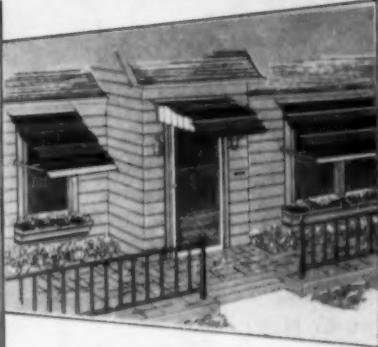
Choose from
refreshing decorator
styled colors!—
keyed to
modern homes.

Sparkling Burgundy
Gay Yellow
Parkway Green
Cool White
Satin Aluminum
Desert Tan

**ADVANCED
CONSTRUCTION
AND DESIGN!**



**MORE
Beauty
FOR THE HOME!**



- Designed for maximum protection from harmful rays of sun!
- Interlocking design keeps out rain and snow; yet permits ventilation.
- Exclusive curved louver design with white underside keeps out heat, admits soft, diffused light.
- Modern horizontal lines enhance the beauty of all homes!

Put your business ON THE MONEY SIDE OF THE STREET
... start your profit ball rolling now ... sell ALUMATIC
ALUMINUM AWNINGS and YOU'LL DO MORE IN '54!

Alumatic CORPORATION OF AMERICA
MILWAUKEE 14, WISCONSIN • PATERSON, NEW JERSEY
IN CANADA: ALUMATIC OF CANADA, LTD., WINDSOR, ONTARIO

**FOR MORE DETAILS...
PHONE...WIRE...OR SEND
COUPON NOW!**

T-63D

ALUMATIC CORPORATION OF AMERICA
2081 S. 56th Street • Milwaukee 14, Wisconsin

Send this coupon NOW . . . while your area is open.

I'm interested in your new awning line. Please send me more information with no obligation, of course.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

**MORE SALES!
BETTER JOBS!
GREATER PROFITS!**
Follow the Arrow



Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor

425 Fifth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- 72. Aluminum-Asphalt Paint
- 1. Aluminum Roofing
- 86. Aluminum Facing
- 3. Aluminum Siding
- 50. Artificial Stone Siding
- 2. Asbestos Cement Shingles
- 5. Asphalt Roll Roofing
- 7. Asphalt Siding
- 65. Awnings & Canopies
- 14. Caulking Compounds and Guns
- 16. Cutters, Shingle & Siding
- 19. Cold Process Roofing
- 21. Decks, Roof, Precast Gypsum Slab
- 25. Felt Laying Machines
- 64. Flashing Fabric
- 28. Hoists & Derricks
- 29. Hot Stuff

- 32. Insulation, Batt & Blown
- 74. Insulation, Reflective
- 34. Kettles and Pumps
- 36. Knives, Roofing
- 37. Ladders
- 39. Louvers
- 40. Membrane Fabric
- 42. Nails & Screws
- 85. Natural Brick Veneer
- 67. Pigeon Proofing
- 75. Plastic Siding

- 44. Roof Coatings
- 73. Roof Carts
- 87. Roofers' Insurance
- 78. Saws & Saw Blades
- 48. Scaffolding
- 54. Spray Equipment and Pumps
- 69. Sprayed Sidewall Resurfacers
- 59. Tools, Catalogs of
- 60. Underlayment for Roofing & Siding

Other Items _____

March, 1953.

Name _____

Firm _____

I am a _____

... Contractor; ... Dist.; ... Mfr.

Address _____

**GOOD NEWS
FOR SIDING JOBBERS & DEALERS EVERYWHERE!**

WallMASTER

TRADE MARK REGISTERED

ALUMINUM SIDING AGAIN AVAILABLE!

★ AVAILABLE
WITH ... OR
WITHOUT
INSULATING
BOARD

GOOD NEWS INDEED! For this is the quality product that was setting sales records everywhere, before production was halted. Now it is again available, better than ever, with even stronger selling advantages than before!

- ★ **GORGEOUS**
NEW BAKED ENAMEL COLORS
White, Grey, Cream, Green, Yellow.
- ★ **INTERLOCKING**
"SNAP-TITE" PANELS
Designed for practical application that mechanics love. No clips. Generous nailing space. Hidden Nail Application.
- ★ **EASIER TO SELL...**
because Wallmaster has so many common-sense selling features.

TWO CONVENIENT SHIPPING POINTS
SOUTH KEARNY, N. J. • AKRON, OHIO

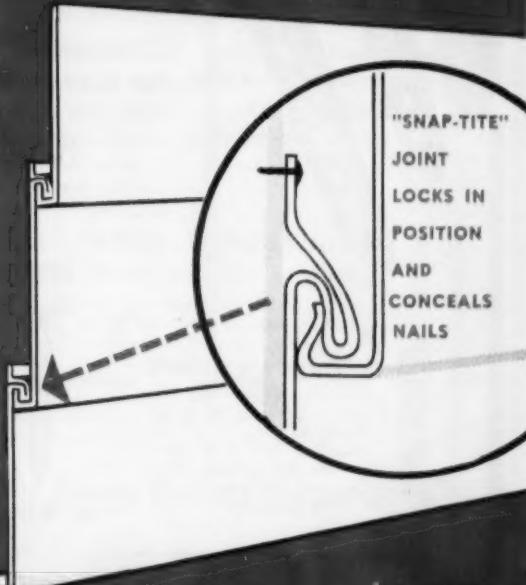
CONTINENTAL ALUMINUM CORP.

SOUTH KEARNY, N. J.

A SUBSIDIARY OF

BRIXITE MANUFACTURING CO., INC.

Manufacturers of
RIBBONSTONE, KOLORSTRIPÉ SHAKE,
KOLORMORTAR BRICK
AMERICA'S FINEST INSULATED SIDINGS



MAIL THIS COUPON NOW!

GENTLEMEN:

Please send complete information on
WALLMASTER Aluminum Siding.

I am a DEALER • DISTRIBUTOR

NAME _____

ADDRESS _____

CITY _____ STATE _____

PHONE NO. _____

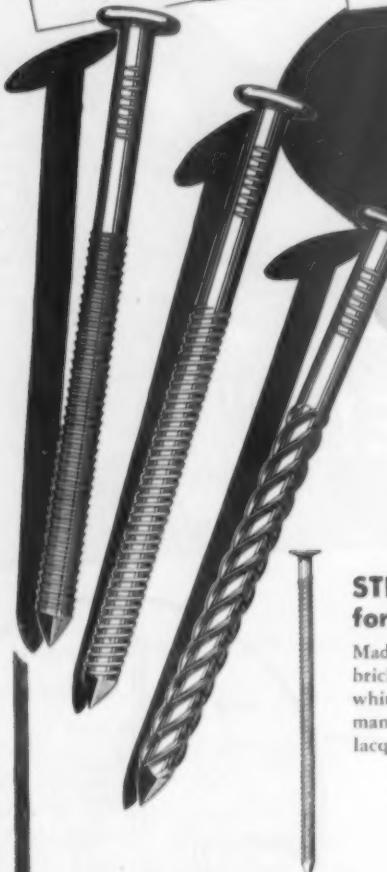


Any of these nails can be supplied in Copper, Brass, Commercial Bronze, Silicon Bronze, Aluminum, Monel, Stainless

Better Fastenings FOR THE *Building Trades*

Put Roofing and

WITH THESE



STRONGHOLD ENAMELED NAILS for Face Nailing Insulated Siding and Shakes

Made with checkered or oval head for face nailing insulated brick siding—round head for shake shingles. Available in black, white or colors to blend with any siding or shingles. A permanent fastening that is practically invisible. Colors are finest lacquers, baked on to assure against damage in nailing.



• Wood fibres "lock" with the Stronghold threads. Nails can't loosen—ever!

STRONGHOLD PLYWOOD NAILS . . .

for fastening Wood, Asphalt or Asbestos Shingles and Siding to Plywood Sheathing

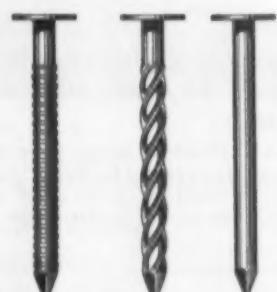
These nails have been especially developed to give permanent fastening of shingles or siding over plywood sheathing and are a "must" for this highly popular type of construction. The Stronghold thread and other features of design give exceptional holding power impossible to attain in plywood sheathing with any nails heretofore available. These nails have been engineered in cooperation with leading producers of plywood and are recommended by them.



FOR ROOFING FOR SIDING



STORM ANCHORS
For use in fastening Asbestos Roofing Shingles. Made in one piece — easier to use, and more to the pound, than conventional types of fasteners.



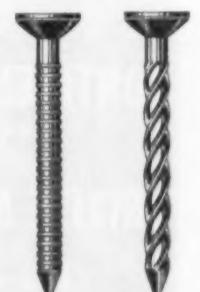
Aluminum, Galvanized and Copper Nails FOR ASPHALT AND OTHER ROOFING SHINGLES

Permanently trouble-free roofs result from the use of Stronghold or Screw-Tite Roofing Nails. Nails can't loosen or back out—never "pop" to cause trouble. We recommend Screw-Tite in weather-resistant Aluminum; Stronghold or Screw-Tite in Galvanized. Also available in smooth type. Remember, aluminum nails run more than three times as many per pound as the same nail in steel galvanized.

WITH NEOPRENE WASHERS ATTACHED

For Aluminum or Corrugated Galvanized Roofing

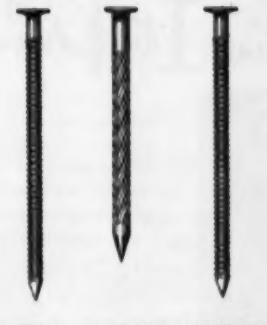
STRONGHOLD SCREW-TITE SMOOTH



STRONGHOLD SCREW-TITE

ASBESTOS SIDING FACE NAILS in Bronze, Aluminum or Stainless Steel

Stronghold Nails for fastening Asbestos Siding Shingles were born with the industry, and developed by us at the request of makers of this type of shingle when it was first introduced. Since 1934, these nails have been the standard of the industry, and we have had the distinction of supplying practically all of the leading manufacturers of Asbestos Siding Shingles to the extent of millions of pounds annually. The Stronghold Threads will never allow the nail to pop, loosen or pull out. Available in colors if desired, to match all makes of shingles.



Siding on to stay on . . .

NAILS THAT ARE "ENGINEERED" FOR THE JOB

We pioneered threaded nails, and revolutionized fastening methods. There's a Stronghold or Screw-Tite Nail for every application, each one engineered to do a specific job better than any nail ever did it before. Our 40 years of experience as nail makers is back of them—and our reputation as the largest manufacturers of threaded nails in the United States.



KURLICUE NAILS

Widely used for the application of built-up roofing. Easier and more economical to use than nails and tins. The large head assures a secure fastening. In either smooth or Stronghold; plain, cement coated, electro-galvanized finishes in steel. Also in copper or other metals.



STRONGHOLD WOOD SHINGLE NAILS for Face Nailing Wood Shingles or Shakes

Stronghold Nails provide the ideal method of assuring permanent fastening for Cedar Shingles and Shakes to wood siding or various types of shingle backers. The Stronghold threads "lock" with the wood fibres—hold tight against wind, weather and the forces of contraction and expansion; and offset the tendency of the shingles to curl. Shingles fastened with Stronghold Nails have withstood wind tunnel tests up to 200 miles per hour.

A "Must" for Shingle Backer Construction



Write FOR SAMPLES AND COMPLETE INFORMATION

Get the story on the complete Stronghold Line. Samples, literature, technical data gladly sent without cost or obligation. Write us today.

INDEPENDENT NAIL and PACKING CO.

The Stronghold Line

BRIDGEWATER, MASSACHUSETTS, U.S.A.

Nailing It Down

THIS MONTH'S gala issue amounts to an editor's dream of what every issue of a roofing magazine should have: exclusive articles on steep roofing, built-up roofing, siding, an unusual story of a roofer's success in business, an outstanding article on the psychology of selling, full, detailed, complete coverage with floor plans and exhibitors booths of both national conventions.

All of this, and the unusually large issue may look like just plain luck, but it isn't. The only "luck," if you call it that, is the fact that both national conventions of NERSICA and NRCA take place in the same month. Actually, it would have been "luckier" from a staff point of view, to have the conventions in different months. As it is there were lots of odds and ends of material to be gathered, and a number of big deadlines to be met, all just about simultaneously.

Planning for this special Convention Issue began as far back as six months ago, when the first trickle of information about the dates and programs of the two national conventions came into this office. A month or so later the March issue was designated Convention Issue, and the building up of special editorial material was begun.

By mid-December, after conferences and phone calls, it was known that there would be an exclusive article on a phase of shingle roofing (what phase was not yet known), an article on siding from an official source, and "something special" on built-up roofing, source not yet precisely determined.

Mid-January brought about the revelation that the shingle article would be ARIB's latest revision of nailing recommendations. The article on built-up roofing would be a story of an unusual job done under bitter climatic conditions with first-rate built-up roofing tools and equipment.

By February 4th and 5th there were some anxious moments as several "absolutely guaranteed" articles had not yet shown up. Would everything be in by editorial deadline of February 10th? This was the staff worry. Then on the 9th the decks were cleared for action:

(Continued on Page 41)

AMERICAN ROOFER and SIDING CONTRACTOR

Devoted to Roofing * Siding * Insulating * Waterproofing

Publishers of
Roofing, Siding & Building Specialties Manual

Vol. 44

MARCH, 1954

No. 3

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* * * * *

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VOLUMES ARE ALSO AVAILABLE ON MICROFILM.

Not responsible for the return of manuscripts or illustrations.

"We like to install FOAMGLAS roof insulation for our customers"

reports R. T. Drake, Drake Roofing Co., Des Moines

In 1944 after applying roof and insulation on the Maytag Research Laboratory in Newton, Iowa, Tom Drake wrote us: "We were pleased with the FOAMGLAS insulation in the ease with which it was laid and the firm surface that it gave for the application of roof."

In 1953 Mr. Drake reported more fully: "We have used a lot of FOAMGLAS during the past years and enjoy using it due to its lightness and ease of handling. We find it very easy to cut around roof openings and it certainly lays up surprisingly fast. We have never had any trouble with holes being punched in the felts over FOAMGLAS due

to normal roof traffic even in the hottest weather."

Like Drake Roofing, you'll profit two ways when you install FOAMGLAS . . . First, you'll find this unique cellular glass insulation ideal to work with. Secondly, you'll profit by having a satisfied customer. Waterproof, strong FOAMGLAS is the only insulation that can be depended on for long, trouble-free performance.

For more facts about FOAMGLAS, please visit our Booth No. 10-11 at the NRCA Show in New Orleans March 8-9-10 or our Booth No. 44 at the NERSICA Show, New York City, March 22-23-24. If you miss the shows, it'll pay you to write us for our brand new 24-page booklet on building insulation. Use the coupon.

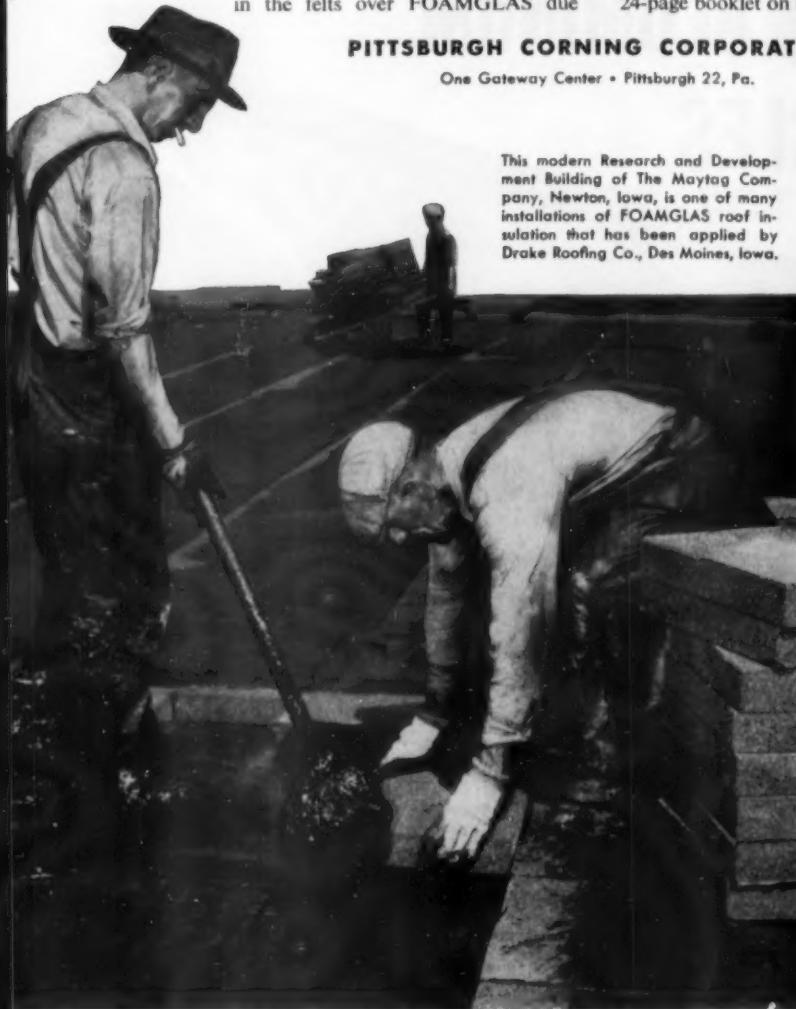


R. T. Drake
Drake Roofing Company

PITTSBURGH CORNING CORPORATION

One Gateway Center • Pittsburgh 22, Pa.

This modern Research and Development Building of The Maytag Company, Newton, Iowa, is one of many installations of FOAMGLAS roof insulation that has been applied by Drake Roofing Co., Des Moines, Iowa.



TYPICAL ROOF SECTION



Architect (Supervising):

Proudfoot, Rawson, Brooks and Borg, Des Moines

Engineer:

The Austin Company, Cleveland

General Contractor:

A. H. Neumann & Bros. Company, Des Moines

Roofers:

Drake Roofing Company, Des Moines

Drake's crews know that the lightweight, easily handled blocks of FOAMGLAS are installed surprisingly fast. They are even able to move loaded wheelbarrows across the surface of the FOAMGLAS without damage to this strong, rigid insulation.

FOAMGLAS®

The Cellular, Stay-dry Insulation



Pittsburgh Corning Corporation, Dept. RF-34
One Gateway Center, Pittsburgh 22, Pa.

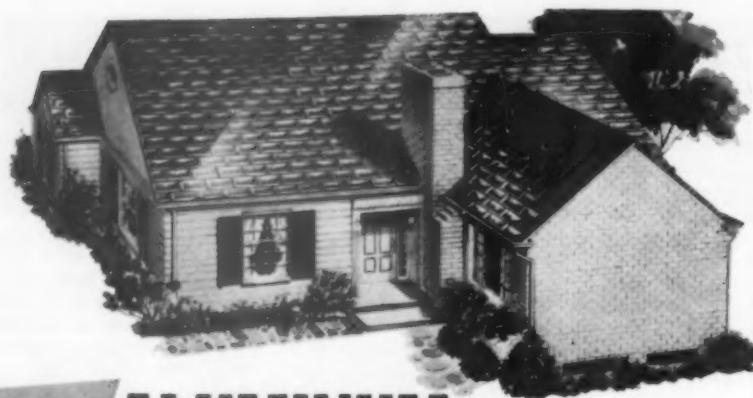
Please send me a free sample of FOAMGLAS and your brand new 24-Page booklet which is full of helpful information about how to install this unique insulation on all kinds of roof decks.

Name _____ Title _____

Company _____ Address _____

City _____ Zone _____ State _____

At last, the perfected
aluminum shingle...
with shadow-cup
design!



REYNOLDS *Lifetime* ALUMINUM MASTER SHINGLES

Self-Aligning, Interlocking, Go up Quickly
and Inexpensively... All Nails Concealed.
Ideal for new building as well as re-roofing.

14" x 8" exposed surfaces

Anti-Capillary Side Lap

1/8" Shadow Line Depth



Here at last are the unequalled advantages
of an aluminum roof... but in a new shingle of
distinctive beauty, with a deep shadow-line
enhanced by the unique "Shadow Cup" feature.
Ideal for homes, schools, institutions.

Permanent, beyond any rust or rot or wear.

Heat-reflective... cooling a house as much as
15° in summer... cutting winter fuel bills,
too. Exceptionally weathertight. And the
efficient design of these shingles reduces
application cost. Mail that coupon.

**Reynolds Metals Company, Building
Products Division, Louisville 1, Ky.**

Accessories include Eave Starter,
End Starter, Ridge Cap, Formed
Valley, Hip Cap and Flashing.

Reynolds Metals Company
Building Products Division
2004 So. Ninth St., Louisville 1, Ky.

Please send FREE full information on:

- | | |
|--|--|
| <input type="checkbox"/> New Master Shingles | <input type="checkbox"/> Vapor Barrier |
| <input type="checkbox"/> Reflective Insulation | <input type="checkbox"/> Gutters |

Name.....

Address.....

City.....

State.....

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

REYNOLDS ALUMINUM BUILDING PRODUCTS

AMERICAN ROOFER & SIDING CONTRACTOR

March

1954

"Siding is better than ever and will have record year"



Left: Mr. Breeden delivers the address presented on this page before the members of the Wholesale Roofings Association.

A MOMENT ago I mentioned that insulating siding got its start during the depression when roofing contractors began using asphalt shingles for covering sidewalls. Today's product has been improved considerably over that early version. In fact, you can scarcely see any resemblance at all. As the product has improved, the

Speaking before a distributors and roofing and siding contractors audience at the recent Wholesale Roofings Association meeting in Philadelphia, Mr. Breeden predicted that the home modernization industry was going to have its biggest boom in 1954, and that siding sales would boom with it. From a discussion of what to expect in the way of business Mr. Breeden covered some ground on new government FHA mortgage plans. His speech then traced the history of insulating siding, its steady growth and acceptance by rated organizations, its entry into the new home field, and some ideas on increasing sales. It is in the remarks on the history of siding that the excerpts here printed begin.

**Says R. G. BREEDEN, JR.
Secretary-Manager
Insulating Siding Association**

sales have gone up sharply. In 1952 the United States Department of Commerce reported that more than 2,700,000 squares of insulating siding were

Photo Of The Month

The beautiful York Motel, shown in our Photo Of The Month, has established a record in rapid construction of an outstanding hotel-type project. Ground for this deluxe motel, accommodating 47 units was broken on June 1st, 1953 and the first guest was registered on July 11th. By August 15th the entire motel was ready for occupancy.

All the latest construction features are incorporated in this building. Grey Blend Certain-teed Woodtex Shingles were the choice of the contractors when the York Motel was constructed, according to Fred H. Kromer, Vice President, Precision Housing Corporation, the general contractors. The added weight, deep shadow lines and pronounced wood-graining of Woodtex Shingles gave the contractors the "Roof of Distinction" they wanted, according to Mr. Kromer.

About 135 squares of the Certain-teed roofing shingles were used to complete the York Motel roof. The shingles were supplied and applied by Askue Supply Co., 7609 Grand Ave., Cleveland. The Motel is

(Continued on Page 57)

shipped in the United States. Compare that with 1937 when only 87,000 squares were shipped. There are some siding contractors in the country who do as much business in a year as the entire industry did back in the mid-thirties.

But the insulating siding industry is really just beginning to grow. We're overcoming some of the prejudices against the product that have unjustifiably hurt sales in some areas. Now we have a product that in appearance, performance and all-around quality represents an outstanding value. As such, it should be easy to sell.

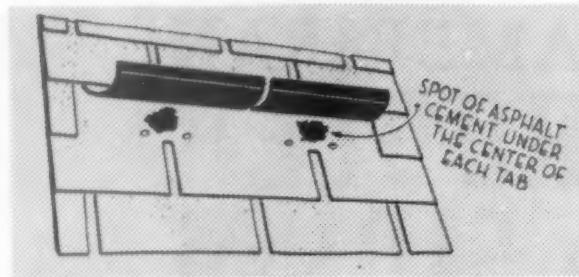
Meets ASTM Standards

First consider that insulating siding is a precision-made product, manufactured according to standards set up by the American Society for Testing Materials. If any of you have worked with this organization, you know that the product has to be good, or it just doesn't get by.

The base of modern insulating siding is half-inch insulating board — itself one of the wonders of the modern-day construction business. In the first step in manufacture of insulating siding,

(Continued on Page 18)

To cement shingle tabs, lift each tab and on the surface of the underlying shingle, under the center of the lifted tab, place a spot of quick-setting asphalt cement about 1 inch in diameter. Press the lifted tab down firmly. It is important to lift shingle tabs only far enough to place the cement. Use only enough cement to secure the tab without having an excess amount of cement that will be squeezed out over the exposed shingle surface. The cement can be applied with a caulking gun or a putty knife.



Nailing asphalt shingles by newly revised methods

THE latest recommendations of the Asphalt Roofing Industry Bureau for application of three-tab, square butt asphalt strip shingles call for either four or six nails per strip, depending upon wind conditions.

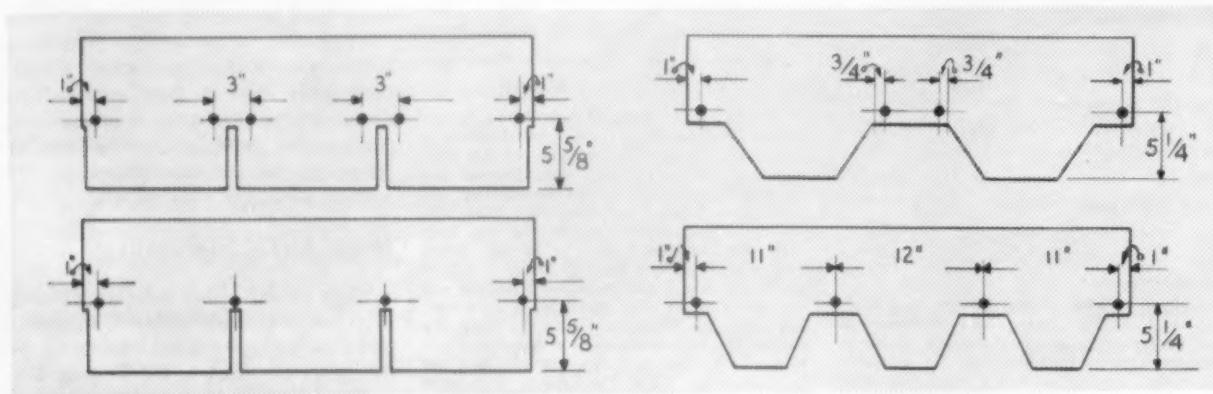
"Three-tab, square butt strips should have a minimum of four nails per strip,

although six are preferable and will provide added resistance to the effects of high winds," the Bureau says. "Experience has shown, however, that where tab cement is used (or clips) four nails per strip provide adequate security."

Fig. 1 shows exact nail locations

for fastening square butt strip shingles. It is important that nails be located exactly as indicated. For cementing down shingle tabs, quick-setting asphalt cement is used. Fig 2 shows cementing detail.

Nailing asphalt shingles is the most
(Continued on Page 40)

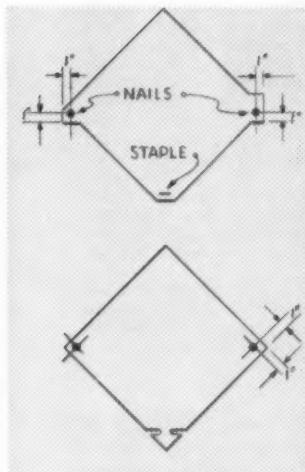


The top diagram shows nail placement for six-nailing of three-tab, square butt asphalt strip shingles; four-nailing is shown in the bottom diagram. In both cases, all nails should be located horizontally on a line 5 5/8 inches up from the bottom edge of shingle butts. Also in both cases, there should be a nail 1 inch in from each end of the strip. The only difference is in the nails above the cutouts. In six-nailing, locate a nail 1 1/2 inches on each side of the center line of each cutout. In four-nailing, center one nail above each cutout.

Nailing of two-tab hexagonal strip shingles is indicated in the top diagram, and nailing of three-tab Hex strips in the bottom one. In application of both styles, four nails per strip are used. All nails are located on a horizontal line 5 1/4 inches up from the bottom edge of shingle butts. With two-tab shingles place a nail 1 inch in from each end and a nail 3/4 inches in from each angle of the cutouts. With three-tabs strips, place a nail 1 inch in from each end and center a nail above each of the two cutouts.

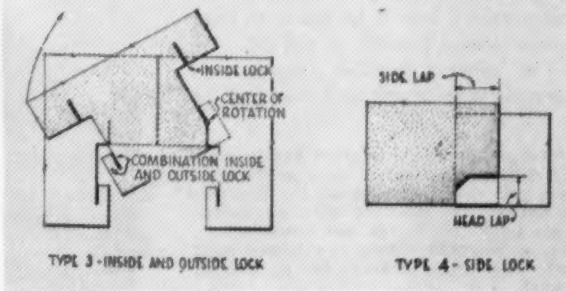
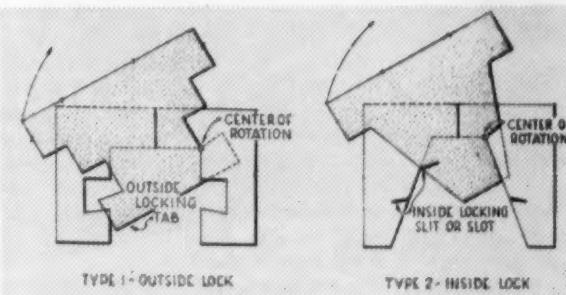
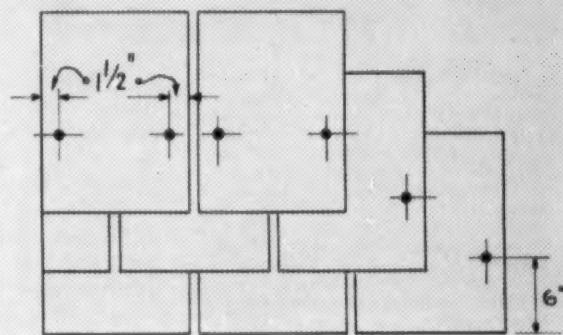
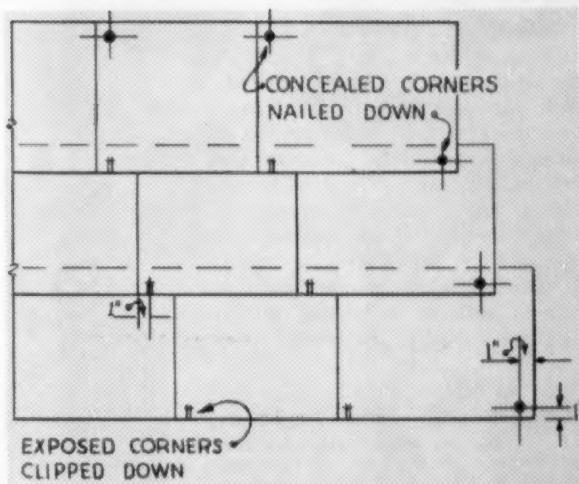
Right. Giant individual shingles are applied by either of two methods—Dutch lap (top diagram) or American (bottom diagram). The Dutch lap method calls for two nails. When shingles are laid from left to right, locate nails in the upper left and lower right corners 1 inch from the side and 1 inch from the top or bottom edge. For right-to-left application, reverse the position of the nails. The exposed lower corner of each shingle should never be nailed. It may be secured either by a non-corrodible metal clip, by a spot of quick-setting cement, or by means of a locking device which some manufacturers build into the shingle for this purpose.

The American method of application requires two nails for each shingle. Nails are located 6 inches up from the lower exposed edge and $1\frac{1}{2}$ inches in from each side.



Left: Individual hex shingles are of two types—staple-down (top diagram) or lock-down (bottom diagram). The stapled type requires two nails and one fastener. Locate a nail 1 inch up from the lower corner of each shoulder tab and a nail 1 inch from the end. Apply a non-corrodible wire staple to the lower corner of each shingle so as to secure it to adjacent tabs of shingles in the course immediately below but not to the shingle in the second course below. This lower corner should never be nailed. Lock-down hex shingles are secured with two nails in each shingle. A nail goes in each corner, 1 inch in from the diagonal edges. Fasten the lower corner of the shingle by inserting the locking tab under exposed edges of adjacent shingles in the course below.

Nailing of interlocking shingles varies according to the specific style of shingle used. The manufacturer's instructions, which are packaged with shingles at the factory, should be carefully followed. The diagram right illustrates the locking features of the four types of interlocking shingles most generally manufactured.



"Siding Is Better"

(Continued from Page 15)

the insulating board is impregnated on both sides with asphalt, enough to prevent the entry of moisture but not enough to impair the insulating property of the board. Then the board is given a second coat of weatherproofing asphalt on the exposed side only. Into this coating are embedded colorful, fireproof mineral granules which are formed with an embossing roll into the basic design of the siding.

Can You Say "Yes" To These

1—Do you check back with the customer after every job to make sure he's satisfied? That's easy to overlook when you're busy. But tomorrow you may not be so busy and you'll need recommendations from today's customers in getting new business.

2—Do your canvassers know where to look for prospects? Do they make prospects out of home owners who don't realize the roof needs fixing or that new siding is needed? Do they canvass the so-called gold coast areas where credit is generally no problem?

3—Do your applicators also serve in your selling program? Do they make special effort to please the home owner and are they alert to other prospects in the neighborhood where they are working?

4—Do you have a planned promotion program through newspaper, radio, television or direct mail advertising, or a combination of all four? Do you make full use of the sales aids provided by manufacturers?

5—If you have display rooms, do they contribute to your selling effort by being attractive and by showing the product to best advantage?

The finished product offers a multiplicity of advantages to the home owner. It provides sufficient sidewall insulation for all but the northernmost one-fifth of the country where supplementary insulation is required. Insulating siding has lasting beauty. The man who buys it won't have to haul out the paint buckets and ladders every two or three years, or negotiate an improvement loan if he wants to have a professional painter do the job.

The mineral granules provide considerable fire-retarding value just as

Although the major market for insulating siding still lies in home modernization, you can capitalize on the prestige gained by the product through acceptance by F. H. A. for new construction. This photograph shows new homes built with insulating siding in a Detroit suburb.



The "prestige" appeal of insulating siding has been put to good use in this older home, given a modern look with installation of new windows, shutters and a coat of shake shingle insulating siding.

they do on asphalt roofing shingles. Besides insulating, the fiberboard base helps soundproof the home. We conducted a survey about four years ago among the home owners who had modernized with insulating siding. When asked what benefits they considered most important, a surprisingly large number of them put soundproofing near the head of the list.

You know about the growing importance of color in selling building materials, especially roofing and siding. Fortunately, the manufacturers of insulating siding and the makers of asphalt roofing, helped by the granule manufacturers, spotted this trend before it started. They have been making siding and roofing in smart new pastel colors for several years. This has been called the "pastel age" by designers and color engineers. Pastel shades certainly provide a pleasant contrast with the somber, sometimes drab, colors of a few years ago. They have done much

to increase the sale of insulating siding for both new construction and modernization.

Shake Shingles Dominate

The shake shingle patterns of insulating siding, especially those with the deep shadow line, have outsold the popular brick patterns two to one in recent years.

You perhaps recall that insulating siding started out almost entirely in the brick design. Makers of other siding materials tried to imitate brick. But they failed and switched to wood imitations. But brick remained the dominant insulating siding pattern until well into the late forties. It was so

The average home owner is half-sold on any remodeling project before you start talking to him. And we've got more home owners to work on than ever before.

Consider some of the obvious arguments in our favor:

1—Money spent on modernization is not reckless spending. In fact, it's really not spending at all—it's an investment.

2—Pride in home ownership is a greater force today than at any time in history. Appeal to that pride in talking to owners of homes that have seen their better days.

3—There's a practical appeal in the fact that modernization actually adds resale value to the property—and more resale value than the cost of the modernization. If the prospect won't believe you, simply refer him to the banker in the neighborhood.

4—Another point in your favor is the fact you're selling a product that does the job it's designed for and will continue to do it through the years.

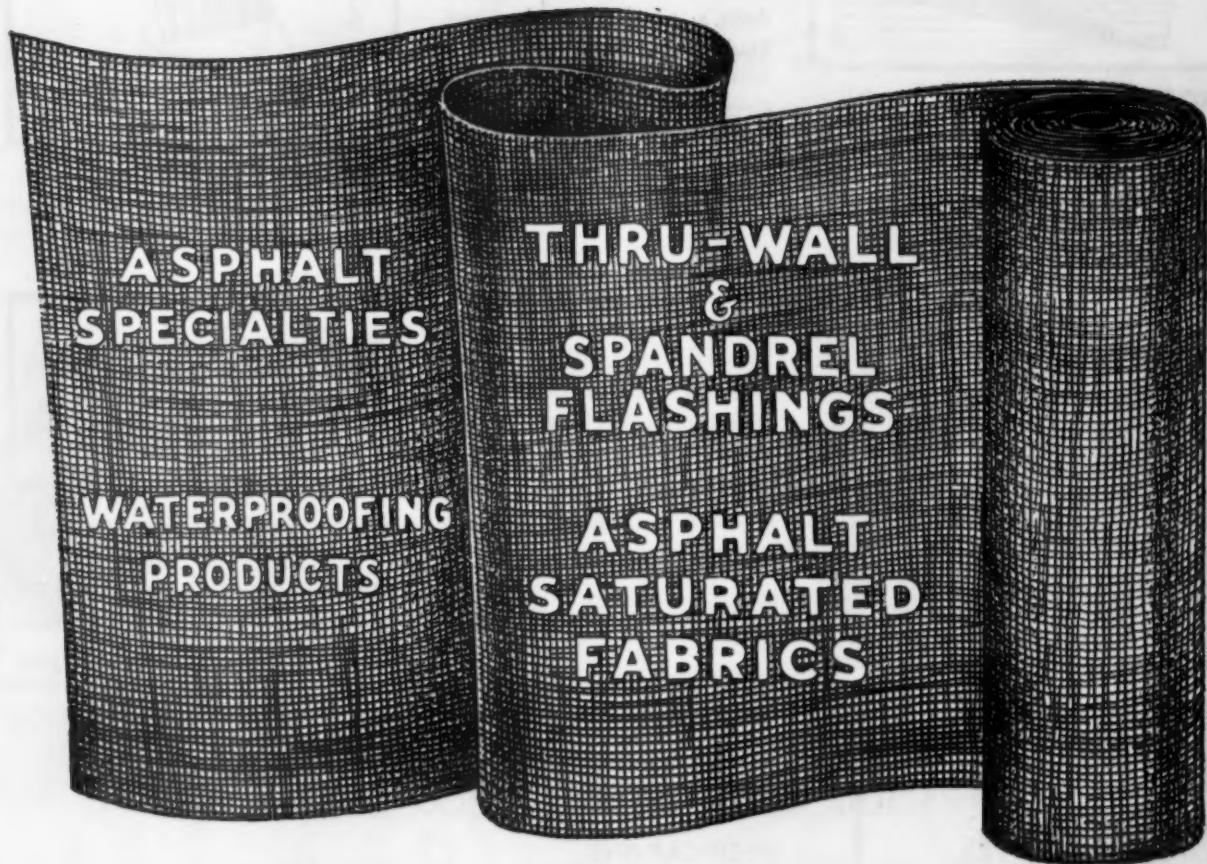
5—Most important, the product needs your special talents as an applicator in order to realize its full value to the home owner.

successful that many manufacturers were reluctant to change to shake
(Continued on Page 52)



ROSS

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ROSS FLASHING COMPANY

DIVISION OF

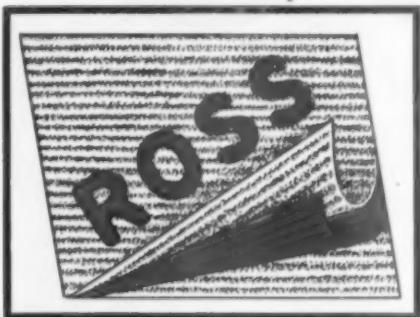
PATRICK ROSS COMPANY

General Offices and Plant

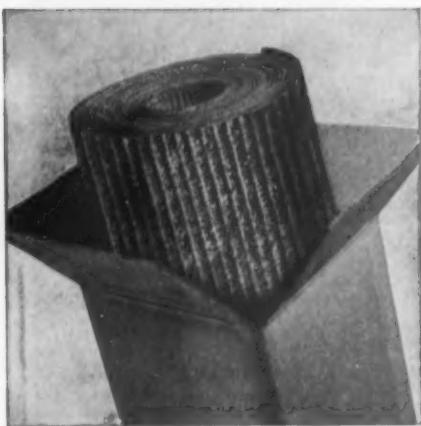
175 Webster Avenue, Cambridge 41, Mass.

ROSS FLASHING PRODUCTS

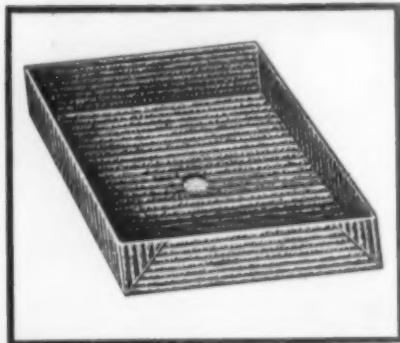
for spandrel, through-wall and concealed flashings



ROSS COPPER-FABRIC FLASHING



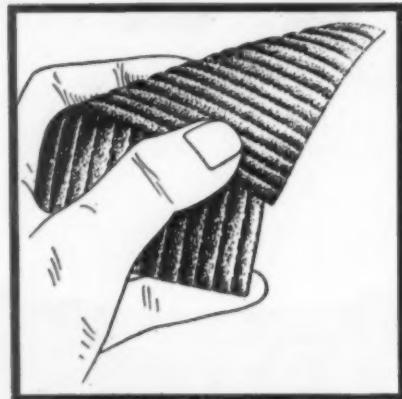
ECONOMY
No waste - delivered cut to exact size



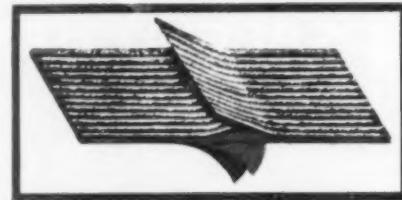
SHOWER PAN

SPECIFICATIONS

THRU-WALL FLASHING: under and over doors and windows, at floor levels, spandrel beams, etc., and wherever shown on drawings. The material to be used at above locations shall be one of the ROSS Thru-Wall Flashing Products, as specified by the architect. Flashing shall start within $\frac{1}{2}$ " of outside face of wall and continue through the wall as shown on the drawings. Turn up on back of wall shall be not less than 2" and lapping of joints shall be not less than 4".



FLEXIBILITY



INTERLOCKING MULTIPLE SPLICING

Possible with Ross, gives six plies of material at the joint, all interlocking, resulting in an absolutely water-tight joint.

ROSS COPPER-FABRIC SHOWER PAN

SPECIFICATIONS:

Copper and fabric in one sheet ready for hand-forming. The material shall consist of a sheet of copper weighing 3, 5, or 7 oz. per sq. ft. bonded to and between 2 layers of asphalt saturated cotton fabric by means of a special ductile mastic, as manufactured by the Ross Flashing Co., Cambridge, Mass.

APPLICATION:

The surface receiving the Shower Pan shall be thoroughly dry, free from loose materials, reasonably smooth, and shall be coated with mastic. The sides of the pan shall be turned up at least 6" and a hole cut for the drain making same watertight. The material shall be cut at the factory to the exact size required and shipped to the job in a one piece roll.



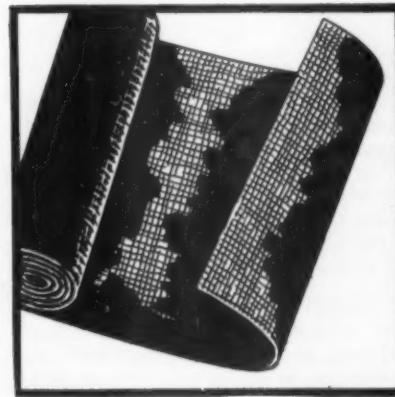
ROSS FLASH-TEX FLASHING

ROSS FLASH-TEX—is electro-sheet copper weighing 1, 2, or 3 ounces per square foot, bonded on one side with heavy reinforced waterproof creped Kraft paper. When applied to side walls, roofs, under floors and linoleum, it produces an enduring protection against vapor and termites and provides an effective insulation.



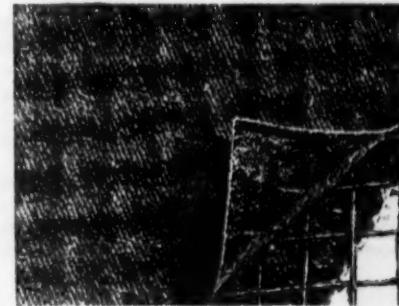
ROSS COPPERCOTE FLASHING

ROSS COPPERCOTE—consists of electro-sheet copper (2, 3, 5 or 7 oz. per sq. ft.) protectively coated on both sides with a minimum of 6 oz. per sq. ft. of asphaltic compound made to Ross' exclusive formula. This formula is a combination of asphalt, waxes and oils—scientifically balanced to assure maximum protection to the copper under all conditions.



ROSS FABRICSEAL FLASHING

ROSS FABRICSEAL — tough cotton fabric coated with special asphalt compounds, the completed product weighing a minimum of 40 oz. per sq. yd. A strong and flexible flashing resistant to acid and alkalies and unaffected by extremely high or low temperatures. Used to protect pipes and conduits from corrosion.



ROSS WIRE - MESH FLASHING

OTHER ROSS FLASHING PRODUCTS

ROSS FULL SEAL FABRIC FLASHING — rugged cotton close-meshed fabric that is saturated and heavily coated with a special asphaltic compound.

ROSS ALUMINUM FABRIC FLASHING — Similar to ROSS Copper-Fabric Flashing but with aluminum core.

ROSS ALUMCOTE FLASHING — Similar to ROSS Coppercote, but with aluminum instead of copper.

ROSS LEADTEX FLASHING — Similar to ROSS Flashtex, but with lead instead of copper.

ROSS LEADTEX FABRIC FLASHING — Similar to ROSS Copper Fabric Flashing but with lead core.

ROSS SPANDREL FABRIC OPEN MESH — Similar to ROSS Waterproofing Fabric but is produced by using a heavier cotton membrane fabric as a base.



ROSS WATERPROOFING FABRIC is a strong, elastic fabric, thoroughly impregnated with a highly specialized asphalt. This exclusive Ross process permits the fabric to unroll easily, without sticking or distortion. Its open mesh construction allows surface coatings to penetrate and interlock, providing a strong mechanical bond.

This elastic interlocking system is very pliable and prevents rupture due to expansion and contraction of the applied surfaces.

Ross Waterproofing Fabric is ideal for roof repairs, flashings, parapet walls and for covering entire roof areas when combined with Ross Roof Coating and Cement.

Each roll of Ross Waterproofing is 50 yards long. It may be obtained in the following widths: 4", 6", 9", 12", 18", 24", 30" and 36".

← Notice the smooth edges of these rolls of ROSS Roofing Fabric. See how easily the fabric unrolls.

In most instances, 2 plies of ROSS Waterproofing Fabric with 3 heavy moppings of ROSS Waterproofing Asphalt will give absolutely adequate protection. The number of plies is variable and depends on the character of work and surrounding conditions.

The following table will be found convenient as giving a general indication of what will be required on average work within a reasonable margin of safety.

Hydrostatic Head in Feet	Number of Plies
Up to 15 feet	2
15 to 50 feet	3
over 50 feet	4

Four plies will be sufficient to waterproof any class of work regardless of head.

For 2 ply work it will require 25 sq. yds. of ROSS Waterproofing Fabric and 100 lbs. (12 gals.) of asphalt per 100 sq. ft. of surface to be waterproofed, applied in accordance with manufacturers' specifications.

ROSS ROOF COATING—A heavy liquid asphalt, designed to preserve the waterproofing qualities and to increase the life of all types of Smooth Surface Prepared Roofings. Periodic reconditioning of all Smooth Surface Roofs with this material even though the roof is in good condition, greatly prolongs its life.

ROSS CONCRETE PRIMER—An asphaltic paint of thin consistency. Used on concrete, masonry or steel, to provide a proper bond between the asphalt and supporting structure in roofing or waterproofing work.

ROSS PLASTIC CEMENT—A product having many uses. This is a heavy fibrous asphalt preparation of a

consistency for trowel or putty knife application. It is exceedingly adhesive and highly weather-resistant. Ideal for stopping leaks on roofs, in valleys or gutters, around skylights or for filling cracks in foundation walls. Also excellent for sealing cracks and crevices in boiler settings to prevent infiltration of air and resultant fuel waste. Can be applied on any type of surface. Will even adhere perfectly when used on wet surfaces.

ROSS ASPHALT FIBRE COATING—A liquid asphalt stabilized and reinforced with Asbestos Fibre. Gives a heavier and more durable coating than ordinary roof coating. Very effective on any type of Smooth Surface or metal roofs.

Other ROSS Asphalt and Waterproofing Products

Cold Application Cement
Wide Selvedge Cement
Built-Up Resurfacer
Asphalt Paint
Asphalt

Flashing Cement
Shingle Adhesive
Roofing Cement
Asphaltum

Foundation Coating
Liquid Lap Cement
Asphalt Emulsions
Liquid Asphalt

Colorless Waterproofing
Caulking Compounds
Metallic Waterproofing
Waterproofing and Damp-proofing

All Ross Products are manufactured to comply with all rigid requirements of A.S.T.M., Federal Specifications, A.R.E.A. This company maintains a staff of engineering specialists who will be glad to aid you in solving waterproofing problems.

Literature and samples upon request.

ROSS FLASHING COMPANY

DIVISION OF
PATRICK ROSS COMPANY

General Offices and Plant

175 Webster Avenue, Cambridge 41, Mass.

Left to right, Guy T. O. Hollyday, Charles Reitell, Arthur H. Gager.



Largest NERSICA show to hear Hollyday, Reitell, Gager

Turn page for floor plan and key

HIghlights of what promises to be the largest, best attended conclave in NERSICA's history will include: a major address by Federal Housing Administration Commissioner Guy T. O. Hollyday on the new government improvement programs; a record breaking list of manufacturers exhibiting the latest and best products in their lines; and the luncheon honoring the "Founders" of NERSICA.

Well-Rounded Agenda

These items are only part of the well-rounded agenda that will encompass three full days — March 21, 22, and 23 — at the Hotel Statler in New York City. The popular Built-up Roofing Forum will cover two entire day sessions; there will be forums on office management and building specialties and a luncheon address by management expert Dr. Charles Reitell on sound business management practices — among other items of interest to the Exposition visitor.

Mr. Hollyday, who took up the reins of FHA less than a year ago, is expected to discuss the new modernization and slum clearance programs and how the roofing contractor can participate in it. If the recent Housing Committee's recommendations are accepted, financing for home modernization, now ceilinged at \$2,500, could

be raised by \$1,000 and for a five year period. The commissioner's address will cover many points and questions concerning the nation's roofing contractors. Mr. Hollyday, the first Republican appointee to head the Administration since its inception in 1934, had been in the title insurance business prior to his appointment and in 1946 was the president of the Mortgage Bankers Association.

The list of exhibitors now encompasses 144 manufacturers utilizing 167 booths, with the exhibit area covering well over a half acre of space (elsewhere on these pages AMERICAN ROOFER AND SIDING CONTRACTOR has printed a floor plan and list of exhibitors with their booth numbers for your convenient use at the show.) In addition to products directly connected with the field, the newly opened mezzanine exhibit space will feature such varied items as silicone, hardware and translucent panels.

Following Mr. Hollyday's speech at the March 23 luncheon will be the honor presentation to those who were members of the original Northeastern Reroofing and Residing Contractors Association from its beginnings in 1933 to the formation of the present association in 1943. All past presidents of the present association will also be included among the honor list.

At the luncheon of March 24, Dr. Reitell, who is a member of the management engineering firm of Stevenson, Jordan and Harrison, will present a "refresher" course of the four-day Management Clinic he conducted at the 1948 convention. With the aid of past president Lee Vercherau as moderator, Dr. Reitell will conduct an all-afternoon forum. He prepared the manual "Sound Management for Members of NERSICA" after a six-month survey of the industry and should have many pertinent comments on the subject.

"Make More in '54"

Following the 1954 theme of "Make More in '54", idea forums are offered to solve problems through the panel of experts - question and answer technique. As in 1953, a major portion of forum time will be devoted to Build-up Roofing. Covering morning and afternoon sessions during the first two days, the opening AM and PM sections will be devoted to Cold Process methods.

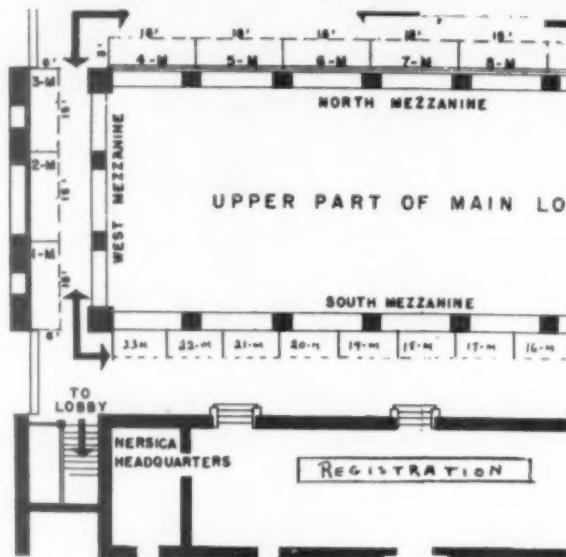
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**COMPLETE PROGRAM
LISTED
ON PAGE 58**

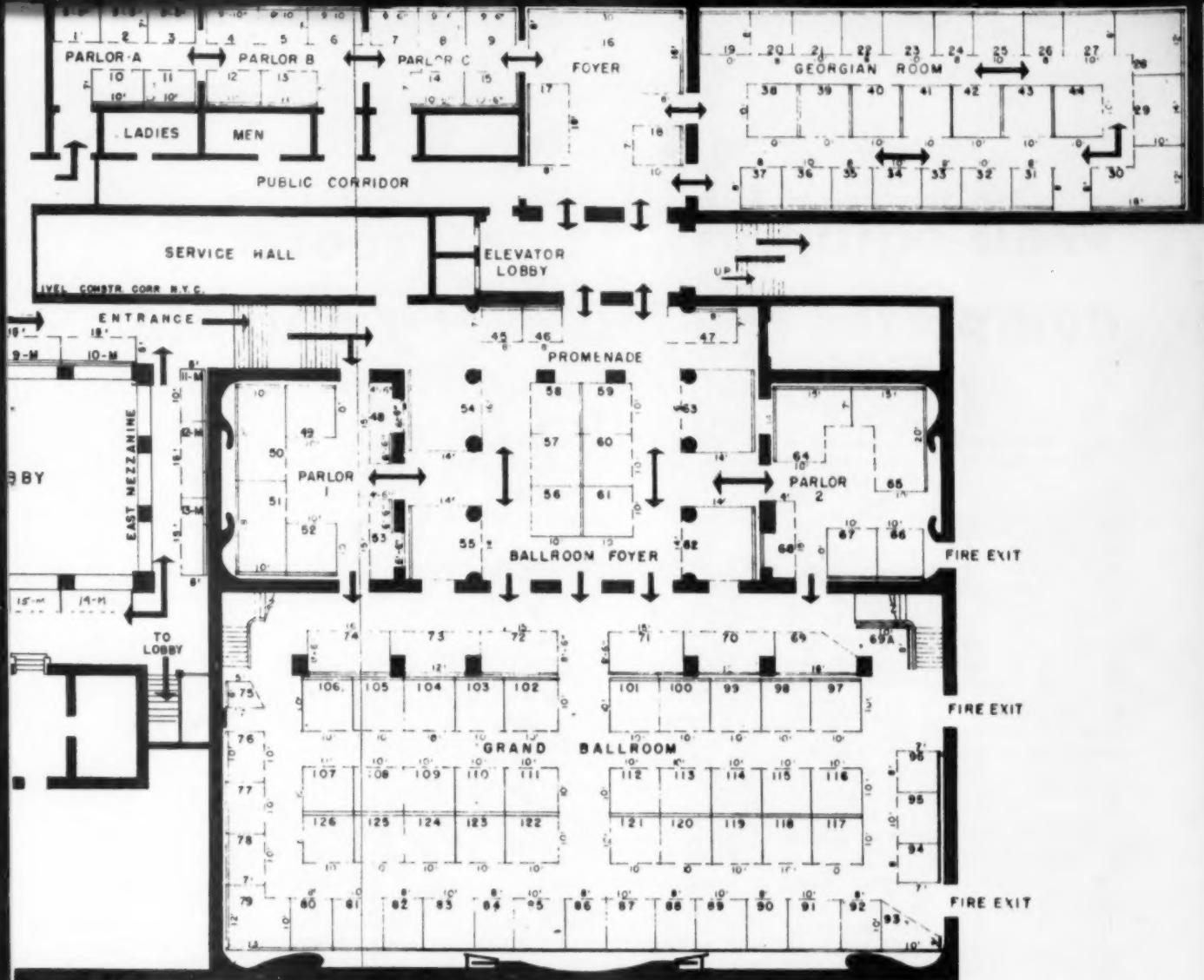
EXHIBITORS & KEY TO BOOTHS, 1954 NERSICA CONVENTION, HOTEL STATLER, N. Y.

Exhibitor	Booth No.
Adams Engineering Co., Inc.	69
Aeroil Products Company	74
Air Master Corporation	14-M
Alhom Distributors, Inc.	7-M
Allied Metals, Inc.	12-M
All Metal Screw Products	A
All-Time Manufacturing Co., Inc.	120
Alseco, Inc.	59-60-61
Alside, Inc.	47
Alum A Seal, Inc.	118
Alumatic Corp. of America	16
Aluminum Fence Corp.	26
American Associated Companies	35
American Cement Products	22
Andrea Manufacturing Corp.	125
Anodie Aluminum Manufacturing Co.	15-M
Arnold Products Sales Corp.	10-M
Aristocrat Sales Corp.	211
Arlite Industries, Inc.	83
Armstrong Cork Co., Inc.	38
B & G Manufacturing Co.	209
Rudolph Brass Company	48
Badgley Corporation	17-M
Barrett Division	36-37
The Built-Rite Mfg. Co.	B
Binks Manufacturing Co.	121
Bird & Son, Inc.	55
Bonafide Genaseo, Inc.	99
Brixite Manufacturing Co., Inc.	54
Butler Stamping Co.	11
Calbar Paint & Varnish Co.	126
Philip Carey Manufacturing Co.	30
Carbozite Protective Coating, Inc.	26M & 27M
Castle Stone, Inc.	207
Celotex Corporation	72
Central Crafts, Inc.	201
Certain-Teed Products Corp.	19
Challenger Products, Inc.	10
Charles Company	208
Chart Ladders	69-A
Commercial Factors Corporation	23
Ben Corson Manufacturing Co.	111
Crossly Window Corporation	5-M
Curvalum Door Mfg. Company	105
Dec-O-Grilles, Inc.	1
Denison Corporation	13
Dorwin Aluminum Products Corp.	96
Duralum Products, Inc.	216
The Eagle-Picher Company	40
Elmont Manufacturing Co., Inc.	82
Emco Comet Products, Inc.	73
Evergreen Slate Co.	C
Excelum Aluminum Products	100-101
Fabricated Prod. Co., Inc.	24
Feather-Lite Manufacturing Co.	66-67
Federal Screen & Sash Co., Inc.	122-123
Ferum Company, Inc.	22-M
Fire-Lite Alarms, Inc.	84
Flintkote Company, Inc.	65
Forest Wool Insulation Sales Co.	34
General Aluminum Window Co., Inc.	7
The Gramatan Company, Inc.	
Hasco Jalousies	9
Hauck Manufacturing Co.	112-113
Hibner & Company	58
Hunter Manufacturing Corp.	29
Ida Products Co.	31-32-33
Ideal Brass Works, Inc.	77
Illinois Aluminum Products Co.	1-M

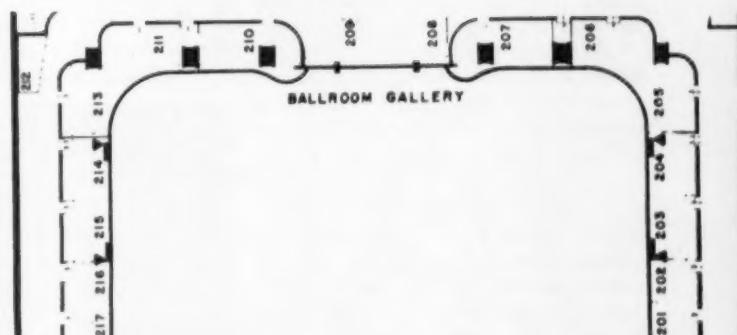
Exhibitor	Booth No.
Industrial Bank of Commerce	75
Industrial Steel Mfg. Co.	212
Ingersoll Products Division	21
Institute of Industrial Launderers	6-M
Jasco Aluminum Products Corp.	50
Jerith Manufacturing Company	56-57



Johns-Manville Sales Corp.	85-86
Jones & Brown, Inc.	63
K and Z Manufacturing Co., Inc.	97
Kaiser Aluminum & Chemical Sales, Inc.	53
Keasbey & Mattison Company	115
Kessler Products Company	202
Stephen Laurie Mfg. Company	27-28
Labco, Inc.	43
David Levow	103
Liberty Hardware Mfg. Co.	42
Lifetime Industries, Inc.	119
Lincoln Products, Inc.	87
Lisco Products, Inc.	213
Lockwood Hardware Mfg. Co.	2-M
Ludman Corporation	39
Lumite Division (Chicopee)	11-M
Lyf-Alum, Inc.	107
Mahoning Aluminum, Inc.	41
Maynard Plastics, Inc.	116
Metal Tile Products, Inc.	98
Metal Trims, Inc.	4-M
Miracle Brick Company	214
Nash Manufacturing Co.	45-46
National Gypsum Company	109-110
National Heather Stone Co., Inc.	70
Nationwide Aluminum Products Co.	108
Newell Manufacturing Co.	8-M
North East Metal Products Co.	102
Oley Products, Inc.	94-95
Orange Storm Enclosures	4
Orchard Bros., Inc.	217
Pearson, O., Mfg. Co.	16-M
Pecora Paint Company, Inc.	206
Perma Lite Metal Awning Co.	6
Permalum Window Company	70-71
Pittsburgh Corning Corp.	44
Pre Fab Aluminum Windows of Amer.	203



Produx, Inc.	18
Re-Nu-It Corporation	91-92-93
Reynolds Metal Co.	106
Westmoreland Metal Mfg. Co.	205
Rogers Distributing Company	5
Royal Factories	215
The Ruberoid Co.	62
Scatton Bros. Mfg. Co.	19-M
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Snapawne, Inc.	13-M
Storm Master Corp. of New York	104
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R. D. Werner Co., Inc.	88
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Wurdack Chemical Company	23-M

Well-equipped "small roofer" completes big job in icy climate

R. S. Brinkerhoff is a roofing contractor in Missoula, Montana, which, as he describes it, ". . . is a beautiful little city located in the heart of the Rocky Mountains." Mr. Brinkerhoff is proud of his city and business, and happy with his work, his family and friends. Recently, Mr. Brinkerhoff was awarded the roof contract on a multi-million dollar mill and processing plant for the Diamond Match Co. on the Idaho-Montana border.

The editors, in asking Mr. Brinkerhoff for his first hand account of the job, requested that he also tell about his business, how it operates and all the little factors that go into the making of a successful operation. In his own words, this is what he has to say about his operations . . .

SELLING and advertising play a very small part in our operations. This is not a heavily populated area and there is just so much business to be had. I do all my own sales work and it is nearly all on a personal basis as I have either known the customer for a number of years or he and his friends have known of me. We figure out what is to be done and that is that.

Of course on new construction it is a case of figuring the specifications prior to the letting, and submitting our sub-contract bids per specifications.

I believe in advertising, but in our instance there just doesn't seem to be a place for it and my advertising costs simmer down to an occasional treat for one of my customers, an expense at a contractors' meeting, our telephone listing, and a few other small items like that.

Our preliminary sales work on re-roofing work and a great deal of bidding on new construction is done during the winter months and we try once the roofing weather arrives to be pretty well lined up for the season's work.

We use from 6 good roofers up to as high as 26-28 roofers and helpers at the height of the season but with the modern equipment we are now getting we can accomplish as much

By R. S. BRINKERHOFF

Roofing Contractor
Missoula, Montana

today with 8 men as we used to do with 30.

We do only built-up roofing work, roof repairs and coating work. We will roof anything from a small garage or shed to as large as we can get. We bid every major job within 200-300 miles and have two steadfast rules. (1) We GUARANTEE our workmanship and (2) on new construction work the General Contractor never has to wait for us.

Cooperative Office

I keep our office in the Rand Sheet Metal Works, co-operate with Mr. Rand on combination roofing and sheet metal bids and was formerly in partnership with Mr. Rand. I have a lot at the edge of town with a couple of small buildings on it for warehousing, storing equipment and general repair work on our equipment.

Due to health I have had to give up actual roof work but have three young, clean, ambitious men. One is my general foreman and the other two can act as sub-foremen when the occasion arises . . .

The plant is situated 60 miles from Mr. Brinkerhoff's home base, in the heart of the mountainous forest area. Hazards of timber fires, approaching cold weather and simultaneous construction on other segments of the plant helped make the job all the harder. Here, again in his own words, Mr. Brinkerhoff gives the account of the solution to that difficult task . . .

The Diamond Match Company leased a tremendous acreage of virgin timber on the Idaho-Montana border and proceeded to build and install a multi-million dollar mill and processing plant for this operation right at the site, building highways, railway spurs and buildings ranging from one of 100 ft. by 900 ft. approximately, down to little ones of about 100 sq. ft. of floor space.

This work was started in the summer with the large building first. Our orders were to get as much of the roof-



This view of the operation, above, was taken from a hillside. The parked automobile visible in the far right foreground gives an indication of the great height of the buildings and points up the difficulties faced by Mr. Brinkerhoff's men in pumping hot pitch from the ground to the roof. Sub-zero weather, a very tight work schedule and the size of the project all contributed to making this a difficult job.

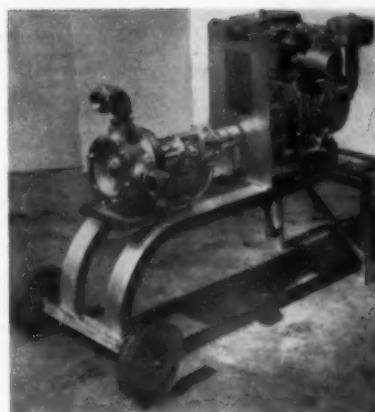
ing on as possible regardless of weather until winter really closed in. We started the last of September and worked until the 23rd of December. We started up again in March and got up to date in May, went back last fall for more work and should finish this coming spring unless more buildings have been planned during the winter.

Three Problems

This plant is situated about sixty miles from Missoula right in the heart of the mountains and forest and we were confronted with three main problems: (1) fire hazard, (2) coming frost and cold weather and (3) keeping out of the way of other construction as much as possible.

We were to start roofing right behind the carpenters and other construction crews before any fire protection was available, and early fall in the forest is very dangerous as far as fire is concerned. Everything is tinder and the slightest spark is liable to start a holocaust. Consequently, we had to keep our kettles 50 ft. from the buildings. This first building, as I have stated, was 120 x 900 ft., the roof of laminated wood arch construction which measured 129 feet from eave to eave. The eaves were 40 ft. from the ground and the crown of the roof an additional 20 ft. To add to the problem there was about 30 ft. of level ground at the side of the building which had a continuous flow of traffic — trucks, cranes, bulldozers and other equipment. At the edge of this 30 ft. we had another 10 to 15 ft. drop to another level of ground.

In order to get my job done I was



A pump, similar to this RP-9 pump of the Aeroil Products Co., was employed in boosting hot stuff from ground to roof on this job. Mr. Brinkerhoff claimed to have put 8500 to 9500 lbs. of pitch through the pump daily.

going to have to use from 4 to 6 mops and consequently, getting the hot stuff to the roof by hand was out of the question. The result was that we used over 250 ft. of 1½" black iron pipe from the pump to the roof hydrant and back to the kettle.

Cold Snap

The new pump handled this easily, but the next problem was to prepare for cold weather. With that much exposed pipe surface, we were due for trouble at the first cold snap, as it might freeze our asphalt in the pipe. To overcome this, we covered the pipe with 1" asbestos insulation and covered the insulation by wrapping it with 15# felt. Incidentally, this pipe was all set up on wooden trusses, high enough for traffic to flow unhindered underneath.

The cold weather brought two more

problems besides the operation of the pump. They were: (1) keeping the roofing material warm enough to be pliable for roofing and (2) the heavy frost or light morning snow which not only made working conditions very hazardous on that barrel roof, but made the stiff felt liable to break rather than unroll. The felt that was on the roof, but uncompleted, was going to be so damp that we would be unable to work on it.

Heated Tent

We set up a 19' x 23' tent, installed an oil heater and proceeded to keep the temperature in the tent at about 70 degrees. Roofing paper was then moved daily from the general stockpile to the tent and left in this warm temperature for at least 24 hours before sending it up to the roof. As the weather got colder, only about an hour's supply of felt was sent up at a time. The roof consisted of a dry sheet of 45# asbestos felt and two layers of 15# asbestos felt embedded in hot asphalt and coated with hot asphalt. After due time for oxidation, the asphalt coating was sprayed with an aluminum coating. In warming the felt, the 45# was cut in approximately 18 ft. lengths and left laying flat in the tent so that it could stretch. We did not unroll the 15# felt prior to using, but had no trouble with it after the stay in the warming tent.

On the roof we strung chicken ladders down the slopes and held them by a long rope over the crown of the roof, tying them together.

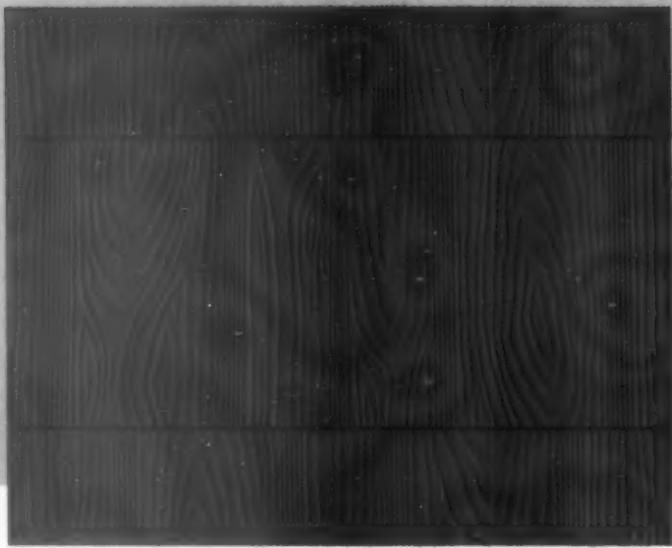
Exposed Dry Sheet

We were following right behind the carpenters and as the wood decking was laid, a roofing crew would put down the dry sheet. Inasmuch as this dry sheet had to stay exposed to the weather for an indefinite time, it was going to become coated with frost or snow. When we were ready to apply the hot roof we would be stopped by the moisture. Consequently, we placed the dry sheet in position, but instead of nailing in the usual secure manner, we secured this sheet with long strips of 1" x 4" decking that would spring with the bend of the roof. In this manner the decking and building was immediately protected from the weather, and when we were ready to use hot stuff all we had to do was rip up the wood strips. If the 45# dry sheet was moist we would just flop it over, nail it securely and go ahead with our

(Continued on Page 51)



Another aerial angle of the job site shows the plant during construction. The long, large building in the foreground was roofed first in the midst of a very dry season. Potentially dangerous fire conditions added to the handicaps and required the roofer to keep his kettles at least 50 feet from the building.



Look what we got since our Daddy

NEW COLORED



With exclusive new deep-tone colors and glazed ceramic surface that's washable!

Ceramo in colors is completely different . . . the only glazed asbestos siding with deep, rich, modern colors that are unfading! Colors that have depth and character unlike any you've ever seen before!

"Your siding sales
will really
jump
when you show these rich,
deep 'n mellow



CAREY CERAMO COLORS!"

- CERAMO CONGO BROWN
- CERAMO GRANITE GRAY
- CERAMO SHERWOOD GREEN

... And don't forget! Famous
Ceramo White—whiter than fine
white paint by actual laboratory
tests!

began sellin' **CERAMO**

ASBESTOS SIDING

"Your prospects will fall in love with Ceramo"

Carey White Ceramo siding has long been the World's standard for quality, durability and beauty in white sidewall materials. And new colored Ceramo offers the same proven advantages that made white Ceramo famous: Resistance to fire, insects, weather, dirt and grime, stains . . . A glazed ceramic surface that's 100% washable. Plus unfading, lasting colors that are baked-on as an integral part of the ceramic surface. No wonder folks can't resist Ceramo for their homes!

"Cut out this coupon 'n mail today!
YOU'LL BE IN CLOVER WITH NEW COLORED CERAMO"

The Philip Carey Mfg. Company

LOCKLAND,
CINCINNATI 15, OHIO

In Canada: The Philip Carey Co.,
Ltd., Montreal 3, P.Q.

SERVING HOME, FARM AND INDUSTRY SINCE 1873



*Let Daddy tell you a few
reasons why sellin' Ceramo
is a Breeze!"*



- **Ceramo Is Fireproof!** Won't burn, char or melt in the hottest blaze. (Wood siding has virtually no fire-resistance; even aluminum melts at only 1200°F.)
- **Ceramo Is Washable!** Should dirt, grime or ordinary stains soil Ceramo's lustrous surface, a cleaning with household detergent and water will renew its fresh sparkle.
- **Ceramo Is Color-rich!** Ceramo colors have character and depth. They're not wishy-washy and weak. And they're unfading, thanks to Ceramo's exclusive glazed-ceramic finish.
- **Ceramo Never Needs Paint!** Ceramo actually pays for itself through savings in upkeep and maintenance. Make this fact known to your prospects and sales resistance melts away fast.
- **Ceramo Won't Warp, Shrink or Curl!** Made of asbestos and Portland cement, takes broiling sun and soaking rains in stride. Actually gets harder and stronger as the years roll by.

Fast, easy application assures high profits

You can quote a Ceramo job with full assurance that Ceramo's ease and speed of application will provide real job economies, full profits. And your customers will like Ceramo's beauty, freedom from maintenance and painting expense. So don't call on another siding prospect until you call for complete information on new Colored Ceramo! The coupon will bring you literature and samples. Mail it right away!

Ceramo In Color

THE PHILIP CAREY MFG. COMPANY, LOCKLAND
Cincinnati 15, Ohio

- Rush me all the facts about new
Carey Colored Ceramo!
- Have your Representative call!

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COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NEWS of the Month

Celotex Elevates Rector To Ass't. Merchandising Mgr.

William H. Rector has been appointed assistant merchandise manager of the roofing and allied products department of The Celotex Corporation, it was announced recently



W. H. RECTOR

by Fred W. Lagerquist, department manager, in Chicago.

Mr. Rector has been associated with Phillip Carey Roofing Co., Cincinnati, and more recently with U. S. Gypsum Co., Chicago.

National Sales Conference Held By Patent Scaffolding's Mgrs.

Managers of the 21 branch offices of The Patent Scaffolding Co., Inc., and its four manufacturing plants completed a five-day national sales conference recently at the company's headquarters in Long Island City, New York.

Keynote of the meetings, which covered all types of scaffolds for building construction, maintenance and repair, was increased service and economy for the contractor. Two of the highlights were inspection and demonstration of a new sectional steel hoist tower, recently introduced to supplement the company's steel hoist tower already on the market, and prototypes of new products to be marketed soon.

Harrison B. Rue New Branch Manager of Chase Bag Co.

Harrison B. Rue of the Chase Bag Company's Buffalo branch has been promoted to Branch Manager. Mr. W. N. Brock, General Sales Manager, announced recently. Prior to his promotion, he served as Acting Manager.

Immediately after World War II, in which he served as a Captain in the Marines, Mr. Rue was a salesman for Chase in the New Orleans territory and later was promoted to Sales Manager of the Buffalo branch.



Sales Promotion Mgr. Named For Reynolds Building Prods.

Arvo Aho, formerly Merchandising Manager of the Dayton Rubber Company, has been named Sales Promotion Manager, Building Products Division, Reynolds Metals Company, Louisville, Kentucky.

Prior to his association with Dayton Rubber, Mr. Aho was account executive with the Allman Advertising Agency in Detroit. With a total of 12 years experience in sales, advertising and sales promotion activities, he has worked in advertising and sales promotion capacities with the B. F. Goodrich Company, and in large retail operations.

A native of New Castle, Pennsylvania, Mr. Aho attended Carnegie Tech, and spent four years in the service during World War II.

Jones & Brown Celebrates Company's 20th Anniversary

Shaking hands and celebrating the first 20 successful years of Jones & Brown, Inc. are



Jack Schoffman (left) & E. N. Rosenthal in front of 20th anniversary cake.

Mr. Jack Schoffman, on the left, with Mr. E. N. "Pat" Rosenthal, President.

Mr. Rosenthal announced that "In 1954, our company's 20th Anniversary, we are

eagerly looking forward to maintaining for another 20 years our policy of the best possible insulating siding products at the right price with all the merchandising power of bigger and greater promotions."

Certain-teed Opens New District Office

A new sales district with headquarters in Jackson, Mississippi, has been established by Certain-teed Products Corporation, building materials manufacturer of Ardmore, Pennsylvania. G. W. Brown has been appointed sales manager of the new district which will serve Mississippi, Louisiana, western Tennessee, eastern Arkansas and two counties in Oklahoma.

Malcolm Meyer, Certain-teed vice-president in charge of sales, pointed out that the new sales district will enable the company to serve its customers in the South Central States more promptly and efficiently. "The Jackson sales district includes areas formerly served by our Dallas and St. Louis district offices," Mr. Meyer said. "We will be able to provide a more closely-integrated sales service operation for customers in those areas with our new more centrally-located headquarters office in Jackson."

Nat. Gypsum Elevates Two In Commodity, Sales Depts.

National Gypsum has announced the promotion of J. P. Nicely to the position of General Commodity Manager, succeeding David G. Stenberg recently promoted to Central Division Manager.

Formerly district sales manager for the Washington, D. C., district, Mr. Nicely attended the University of Tennessee and is a graduate of Tennessee State College. He started with National Gypsum as a salesman in 1941. Since then he has been commodity manager for insulation board and assistant district manager in Baltimore.

David G. Stenberg will assume his duties of Central Division Manager on January 1st. His division covering the Minneapolis, Chicago, Detroit, Cleveland, Pittsburgh and Buffalo sales districts, will be the largest sales division of the company in area, in personnel and in sales volume.

Five Barrett Division Plants Set High Safety Mark

Barrett Division, Allied Chemical & Dye Corporation, recently announced that employees at its Frankford, Philadelphia, plant had worked over 2,200,000 man-hours, and at its Grays Ferry, Philadelphia, plant, over 1,500,000 man-hours, without a lost time (Continued on Page 40)

Sales come easier with Gold Bond Asbestos Shingle Kits

SHOWS WHOLE LINE AT A GLANCE



**BEST ADVERTISED NAME IN
THE BUILDING INDUSTRY**

The prospects in your community are being pre-sold month in and month out on Gold Bond Asbestos-Cement Shingles by big ads in such leading magazines as Better Homes and Gardens, Good Housekeeping, Home Maintenance, Successful Farming, Progressive Farmer, and many others.

HERE's a mighty handy kit that makes siding sales come easier for you. It shows the fresh, beautiful colors of Gold Bond Chroma-Tex Siding line at a glance. Can be used as a stationary display for window, counter, floor, shelf or even hanging on the wall. Light and easy to carry, it's a natural sales tool for your men to take right into the prospect's home. Separate kit shows White Wood-Grain Shingles in two styles.

And here are more hard-hitting Gold Bond sales aids: New doorknob hanger, attractive four-color mailing enclosures, eye-catching direct mail cards, business cards, display pieces, and many others. If you'd like to receive this Gold Bond Shingle Kit and samples of other sales promotion aids, write to National Gypsum Company, Dept. AM-34, Buffalo 2, New York.

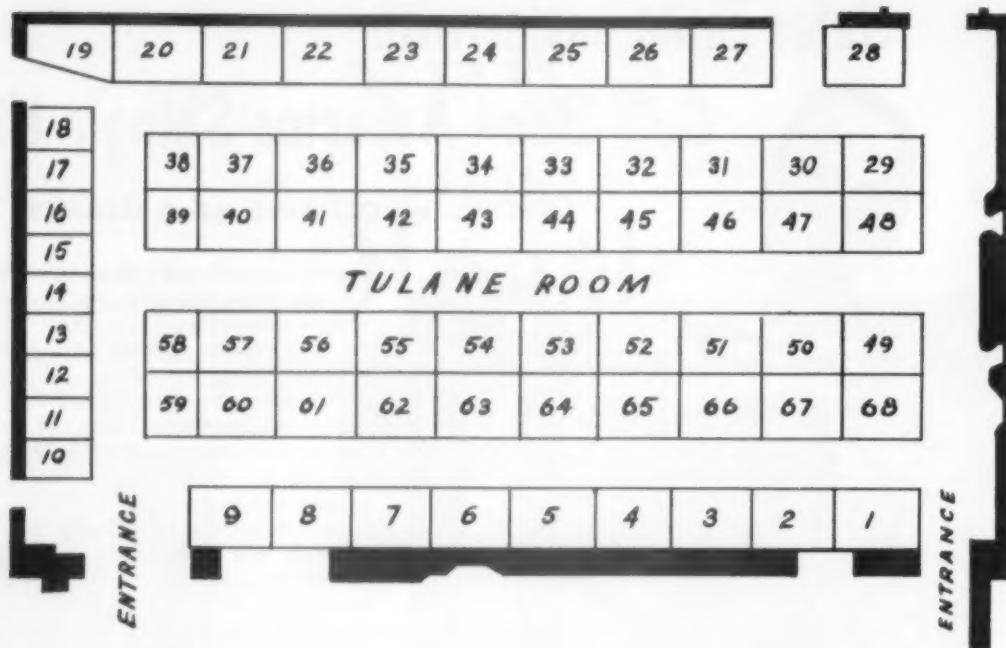


weathered-in with SURFACESEAL
protective finish against dirt, grime and weather



Gold Bond®
the line that's
easiest to sell

NATIONAL GYPSUM COMPANY • BUFFALO, 2, NEW YORK



Marathon forum, Mardi Gras thrills, top NRCA Show

ACTING on the premise that roofing contractors want to know more about being good roofers than anything else, the directors of the 67th Annual Convention of the National Roofing Contractors Association have decided to devote practically the entire three-day period to a continuous and exhaustive forum on specifically roofer's problems. To that end, most of the forum leaders and speakers who will be present at the Jung Hotel in New Orleans, March 8, 9 and 10th will be drawn from the membership of the Association itself.

Continuous discussion on ten or eleven subjects of vital interest to contractors will comprise the meat of this three-day open forum. The contractors will gather every day at noon, with sessions lasting till 3:30 on Monday, 4:30 on Tuesday and 4:30 on Wednesday. The forum will take three or

four times the amount of time ever spent before at a National Roofers Convention.

Outstanding among association leaders of NRCA who led forums at last year's Convention were M. T. Buckley, Wichita, Kansas, on Apprenticeship Training, H. V. Wallace, New Orleans, on Tile and Asbestos Shingles, S. L. Smallwood, Cost and Overhead. Similarly, member-leaders will conduct this year's forums.

Roofers Only

Exhibitors have been limited to people who service roofers and provide the materials, equipment and know-how which roofers can find most useful in their businesses, according to C. C. Figge, Executive Secretary. Mr. Figge pointed out that the basic principle upon which acceptance of membership in NRCA is considered, is whether the contractor is first and foremost a roofer. Such a man must have roofing as his main business upon joining. Although many of these roof-



B. D. Schramm as he addressed Forum last year.

LIST OF EXHIBITORS, NRCA CONVENTION, MARCH 8, 9, 10, 1954

Because last minute changes had to be made in booth arrangements the list below is not keyed to the floor plan at left. Space has been left after each exhibitor's name for the visitor to the Convention to write in the booth number.

Aeroil Products Company, Inc.....	Littleford Bros., Inc.....
American Associated Companies.....	The Logan-Long Company.....
American Roofer	Ludowici-Celadon Company
Armstrong Cork Company.....	Matt Coil-Less Burner Company.....
Barrett Division	Moll Brothers Roofing Company.....
(Allied Chemical & Dye Corp.).....	National Gypsum Company.....
Biebel Roofing Company, Inc.....	National Roofer
Bird & Son, Inc.....	Nelson Stud Welding, Division of
Campbell Equipment Company.....	Gregory Industries, Inc.....
The Philip Carey Manufacturing Co.....	Owens-Corning Fiberglas Corporation.....
The Celotex Corporation.....	Pittsburgh Corning Corporation.....
Certain-teed Products Corporation.....	Re-Nu-It Corporation
Denison Corporation	Roofing, Siding & Insulation
Evergreen Slate Company.....	The Ruberoid Company
The Flintkote Company.....	Smith's Hoist & Manufacturing Co.....
Globe Siding Products Company.....	Snips Magazine
Hauck Manufacturing Company.....	Stewart-Warner Corporation
Johns-Manville Sales Corporation.....	G. H. Tenant Company
Keasbey & Mattison Company.....	United States Gypsum Company.....
Koppers Company, Inc.....	

ers eventually have extensive allied fields of activity, and are not discouraged from adding other departments, they are mainly roofers when they join the organization.

The New Orleans Roofing Association of which Julien Loeb, Chairman of this year's National Convention, is an active leader, will be host group for the three-day stay. They will welcome their fellow contractors at a reception to be given on Sunday afternoon, March 7th.

The out-going Board of Directors will meet on Sunday evening, and the

incoming Board will meet on Wednesday after the Convention closes.

President Walter Simon will open the Convention and Exposition officially on Monday morning. Monday morning will also be official registration time.

Celotex To Host

Not only will Mr. Gates Ferguson of Celotex be the keynote speaker for this year's Convention, but Celotex will act as host at a reception to be given 5 P.M. Monday, and on Tuesday will sponsor a trip to their New Orleans plant. Tuesday evening Owens-Corning will sponsor a reception.

Special Events

Special luncheons are to be held at noon on Monday and Tuesday. Wednesday evening, of course, will be the time for the Annual Banquet. This year the old Mardi Gras spirit, still left over from the official New Orleans Mardi Gras of one week previously, will spill over at the Banquet and Entertainment of Wednesday evening. About 60 professional New Orleans Mardi Gras people will provide a typical Ball and Entertainment for the big night.

New Orleans' glamour and old world charm will give the ladies an opportunity for an extremely pleasant program. On Monday they will eat

at a real French Restaurant. A number of Old Southern Homes will be open and the ladies will be able to tour them. Later there will be a guided tour of New Orleans' Old French Quarter.

Tuesday will include a luncheon at the Blue Room of the Roosevelt Hotel and a cruise on the steamer President. On Wednesday the ladies will attend the horse races at beautiful Fair Grounds racetrack. They will have luncheon at the Clubhouse. Wednesday evening is the banquet night, with a souvenir for all the ladies.



Gordon Waters, of the Carolinas Roofers, one of NRCA's experts.



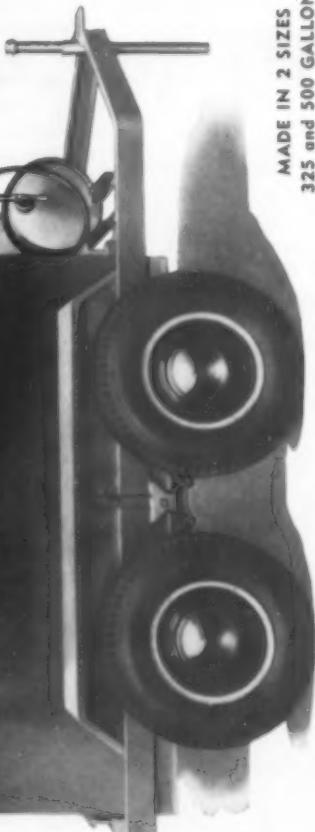
Carroll C. Figge, Executive Secretary, NRCA, who once again has made arrangements for a gala convention.

HERE IT IS! The Answer to the Kettlemans Dream!

MATT BIG CAPACITY HEET-HOLD KETTLE

Eliminates Hauling 2 or More Kettles to the Job

- CUTS DOWN CONTINUAL LOADING — ONE LOAD LASTS THREE OR MORE TIMES LONGER THAN YOUR SMALL KETTLES
- WILL KEEP A COUPLE OF CREWS BUSY ON THE ROOF LOW LOADING HEIGHT PERMITS EASY LOADING FROM GROUND
- KETTLE CAN BE LOADED FROM BOTH SIDES WITH ABSOLUTE SAFETY
- OPERATOR PROTECTED FROM BURNS OR SMOKE WHILE DRAWING OFF HOT STUFF
- IDEAL FOR USE WITH ROOF PUMPS OR FOR HOISTING
- VERSATILE — DOUBLE BURNERS AND DOUBLE TUBES (CAN BE RUN ON ONE SET OF TUBES IF NECESSARY)
- STRONG — STURDY "BALANCED-LOAD" CONSTRUCTION



MADE IN 2 SIZES
325 and 500 GALLON

MATT COIL-LESS BURNER CO.
CHICAGO 24, ILLINOIS

4017 W. LAKE STREET

Regardless of your production, these Kettles will pay for themselves through time and labor savings . . . and they're priced low to enable you to own them. Get your order in before the big spring rush. Further particulars on request.

26 COLORS



CALBAR CAULKING COMPOUNDS
match every building material!

Whether it's brick, stucco, asbestos-cement siding, shingles, metal or wood . . . one of the 26 permanent colors of CALBAR Caulking Compound will match or harmonize perfectly! Non-hardening, non-staining CALBAR is easier and faster to use . . . complies with Federal and ACPA specifications.

write for details and prices

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products
2612-26 N. Martha St. • Phila. 25, Pa.



LOOK FOR CALBAR IN BOOTH 126 — NERSICA CONVENTION

**The
DOUBLE
Life of HYDE
ROOFING KNIVES**

Hyde's No. 10 Roofing Knife leads a *double life*—yes, gives you *double wear* because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.



WHAT'S NEW?

Liquid Synthetic Rubber

Adhesive Products Corporation has announced the development of a new liquid synthetic rubber, APCO, which is designed for home and industrial repair use.

The synthetic spreads easily like paint and rubberizes quickly at normal temperature. It has been developed from DuPont's synthetic rubber, Neoprene. Unlike most coatings or adhesives, it forms a tough flexible film that will adhere to almost any type of material; will not crack or chip; has excellent resistance to weathering.

Foremen Training Films

The National Safety Council's new series of human relation training films for foremen is now available. Featuring O'Grady, the safety skeptic from the Council's film, "A Gray Day for O'Grady," this three-film set tells how a foreman learns about people.

"Fragile—Handle Feelings with Care" shows how a foreman learns to value and respect the feelings of his workers. "Call 'Em on the Carpet" shows the various methods foremen can employ to correct worker's faults without incurring ill will. "It's an Order" is a humorous film illustrating how supervisors should give orders so that they are understandable and can be carried out efficiently by the worker.

Prepared under the supervision of the Council's industrial department, the films run 12 minutes each and are available in 16mm. sound movies as well as 35mm. sound slidefilms.

Retractable Track Window

Tracks that move back to allow inserts to clear easily and quickly are featured in a new all-aluminum storm-screen window which Pre-Fab Aluminum Products is now marketing.

The unique new window is called the Weather-trol. It was developed by the company's engineers after a study of homeowners and combination window dealers showed that the cleaning feature was one of the biggest "bugs" in existing windows.

The patented retractable tracks are worked from the inside. As the homeowner gives a controlling knob a half-twist, the tracks move back to let the inserts clear.

Other highlights of the new window are: expansion-proof plastic bearings on corners of all inserts to assure jam-free fingertip control at all times; the extension of the 3 tracks all the way around the window to enable all inserts, including the screens, to ride the full window.

The same manufacturers are also introducing a new packaging idea that should save dealers time, money and space. Instead of shipping bulky full-assembled windows or roughly-finished KD parts, they're shipping

(Continued on Page 44)



LABCO
INCORPORATED
10313 WILBUR AVENUE
CLEVELAND 6, OHIO

NATIONAL DISTRIBUTORS OF ADDEX ROOF SHIELD

HOW CHEMISTRY MAKES ADDEX A SUPERIOR ROOFING MATERIAL

Roofing men like yourselves, looking for a faster, better method of resurfacing old roofs, took their problem to the chemists. After six years of research and five years of field testing . . . science has proved that the answer is . . . ADDEX ROOF SHIELD. Chemical additives made possible the successful union of asphalt and fiber glass to create new horizons in roofing maintenance.

While other companies may use similar materials, only ADDEX gives you patented chemicals in its asphalt to assure positive bond of asphalt to glass.

Chemistry has answered your search for a superior roofing product in ADDEX ROOF SHIELD.

Write today for literature

Send our catalog in
PLANT
ENGINEERING
FILE
or write for copy



Terne executive tells sheet metal men to call themselves roofers

YOU sheet metal roofers are using considerable amounts of metal, both ferrous and non-ferrous, in coils or rolls, and this is as it should be. . . . That is why I question why you continue to limit yourselves to being only



Above: Photographed at the N. Y. State Roofing and Sheet Metal Contractors Convention, from left to right: L. P. Doty, District Sales Manager, Mill Products, Follansbee Steel Corporation; Thomas J. Boyd Product Engineer, Follansbee; and A. L. Veverka, Sales Promotion and Advertising Manager Follansbee.

sheet metal contractors. In the interest of brevity you could very correctly drop the word sheet and appropriately be called metal roofing contractors." This was the comment of A. L. Veverka, of Follansbee Steel Corporation at the recent 31st Annual Convention of the New York State Sheet Metal, Roofing and Air Conditioning Association, Inc., in January.

The Convention, held in Rochester, featured a special "Roofing and Sheet Metal Forum, chaired by George Ballard, Sr., and Mr. Veverka's talk on "Terne Metal Roofing."

Mr. Veverka stated: "I have been told on various occasions, 'the public doesn't want metal roofs.' Let us see how true that is. Our company engaged in a national advertising campaign to sell metal roofs to this very public and in one year's time we received more than 10,000 inquiries for

terne metal roofs. We realize all of these 10,000 people would not buy a metal roof, but it proves the public wants to know about them."

There is and has been for several years an ample supply of metal for roofing and weathersealing. Mr. Veverka told the assembled contractors. The Follansbee Steel Corporation executive, in explaining the difference between *tin* roofing and *terne* roofing pointed out that "it was a mistake to ever call terne plate *tin*."

"When you talk of Terne Metal Plate," Mr. Veverka said, "you are referring to a steel base plate, hot dip coated in a molten mixture of tin and lead. The percentage of tin is approximately 20% and the lead is 80%. In fact, Terne Metal Plate could be rightly described as a steel plate with a soldered covering over the entire surface."

The development, by Follansbee, of 50 foot, Seamless Terne Metal Rolls, Mr. Veverka pointed out, made possible a material vastly superior to the hand-dipped small sheets, on which uniform coating could not be assured. Continuous coating on the Seamless rolls now assures a uniform coating which will not vary from roll to roll. Need for the small sheets has been eliminated by the fact that these rolls can be cut to any desired length.

Regarding flatness, Mr. Veverka stated that the roll form lays more

(Continued on Page 55)



**Whitey Says: "See me at
Booth 6-M at the
Nersica Exposition."**

Find out how your firm can

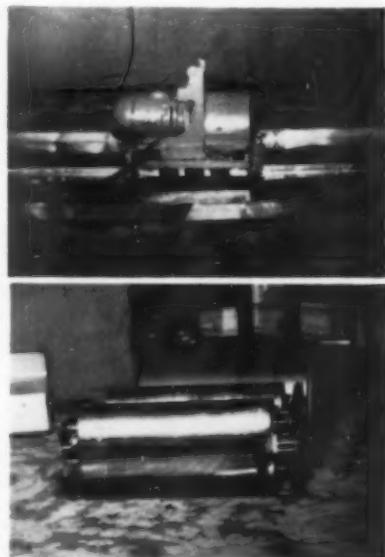
**Save at least
\$17 per worker
a year**

by renting work uniforms
instead of buying them!

"Whitey" is waiting to greet you in person at the Nersica Exposition, March 22, 23 and 24. His tips on saving money by renting work uniforms instead of buying and fussing with them yourself will more than pay for your convention visit.

**INSTITUTE OF
INDUSTRIAL
LAUNDERERS**

1627 K St., N.W., Washington 6, D.C.



At top is shown the new Portable Electric Seamer as demonstrated at the Rochester Show. Beneath it is another development which makes application of terne roofing simple and easy.

Key your building business to a color-magic idea...



the

RUBEROID

Color-Styled Home

It had to happen. Today, a knowledge of color harmony is an indispensable tool for every applicator salesman. And . . . now, Ruberoid offers you a way to make exterior color-styling sure and easy . . . and an idea to help you turn the sales magic of color into profits.

You can't ignore the growing demand from a color-conscious public for exterior color styling to match the advance of interior decoration. Ruberoid helps you turn this challenge into a sales opportunity . . . not only with a complete line of roofing and siding shingles in decorator colors . . . but with a working tool to turn color theory into sales.

Ruberoid's popular Color-Grained Asbestos Siding offers an appealing choice of decorator colors with a "shake"-textured surface. Color-Grained Siding's Duroc protective finish enriches the color, resists dirt, stains and weather . . . never needs paint.

Ruberoid Asphalt Shingles in either regular Thick Butts or famous interlocking Tite-Ons are surfaced with mineral granules in a wide range of harmonizing decorator colors and blends.

Millions of homeowners . . . and most of your better prospects . . . will see these well-known Ruberoid products advertised soon in The Saturday Evening Post,



Better Homes & Gardens and Good Housekeeping. They'll be alerted to the new trend in roofing and siding through the Ruberoid Color-Styled Home Idea.

Here's how to put these color-styled products together into sales-winning combinations . . .

The RUBEROID Colorator

Anyone can be a color expert with the Colorator. It ends color confusion . . . turns complicated color theory into simple terms, showing Ruberoid roofing and siding colors in pleasing combinations with suggested trim and accent colors. It not only dramatizes exterior color styling, it's a practical, easy-to-use working tool . . . and sales tool. Equip your salesmen with Colorator Selectors now. Just send the coupon below.



The RUBEROID Co.,
P. O. Box 129, New York 46, N. Y.

Please send _____ copies of the Ruberoid Colorator.

YOUR NAME _____

COMPANY _____

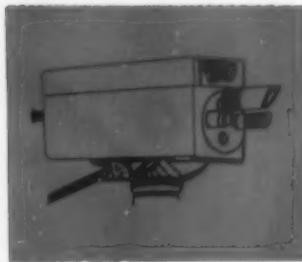
ADDRESS _____

CITY _____ ZONE _____ STATE _____

AR-3

The RUBEROID Co.

Asphalt and Asbestos Building Materials



TV fame helps McGees sell roofing and siding



A familiar sight on Philadelphia TV screens: Gene McGee (left) and Bill McGee.

By ALFRED ZEFF
News Editor

WHEN a prospective customer looks closely at Bill McGee or Gene McGee and says, "Where have I seen you before?", he's not just repeating a standard conversational opening. Chances are very good that he HAS seen either, or both, of the McGee brothers before—and most likely quite recently.

The personable McGees' avocation is acting and the television screen is their stage. While most businessmen have to shell out large sums of money to get their commercials beamed into the customers living room, the proprietors of McGee Brothers, (roofing, siding and insulation,) of Philadelphia and Bryn Mawr, Pennsylvania, enjoy the unique position of practicing their hobby, getting paid for it, and—a quite important and at that—sitting pretty with a highly potent public relations weapon.

As Bill, currently in his second consecutive term as president of the Philadelphia Council of NERSICA, puts it, "people feel different about television

personalities than they do about stage or screen actors. There is a greater feeling of personal identification in television . . . after all, the viewer is



Smallest shingling job for the brothers involved this small shed on Mushroom territory. Less than one square covered this roof.

inviting you into his home. And that is a great help in our business. When Gene or I tell the customer where he has seen us, he is much more at ease and a feeling of personal friendship is established."

That feeling of personal friendship is invaluable to the McGees' system of doing business. They do not employ any salesmen, at present, but do all the selling themselves. They do use

several canvassers to get leads and then Gene or Bill follow up and close the sale.

The video angle, however, is primarily a hobby and only secondarily a business aid. The McGees' business is built on quality of work and reliability of service. "We are proud of the jobs we have done," says Bill. "Yes," adds Gene, "our past work is our best selling aid. We take many of our prospective customers to jobs we have done in the neighborhood and show them end results, not drawings, brochures or tinsel-edged promises."

Personal Supervision

"You have no idea how effective that method is . . ." this is Bill speaking again ". . . and customers like our method of personal supervision. Gene and I closely supervise every job we undertake. We make it a point to strictly adhere to factory specifications on materials."

McGee Brothers is now going into its ninth year of existence. When Capt. William R. McGee came out of the army in 1945 he went to work for a storm window firm and quickly became sales manager. After Eugene J. McGee joined the firm in 1946 from an electrical motor outfit, the brothers decided the individual McGee talents were ideally suited for teamwork and the next logical step was to go out on their own.

They began in 1947, selling insulation and storm windows, with roofing

(Continued on Page 55)



Picture (upper left) shows mushroom houses described in story. Extreme temperatures necessary for storage of mushrooms wreaked havoc with shingles. Photo (lower left) shows interlocking shingles employed by McGee Brothers to overcome warping induced by rapid changes of interior temperatures from very hot and moist to very cold.

Ask DONN BROWN

NORTHWEST STANDARD PRODUCTS CO.

MINNEAPOLIS, MINNESOTA

about **VITRASIDE** the PLASTIC SIDING *in your Future*



Northwest Standard Products Company was awarded a VITRASIDE franchise early in 1952. Their first year's purchases were over \$150,000 and 1953 was an even bigger year. This is an outstanding achievement considering the highly competitive market conditions in the Minneapolis area.

Minneapolis is a tough jobber's siding market with "soft prices" prevailing more often than not. As jobbers, we had to have a product that would be out of the run of the mill class so that we could establish a firm profit producing market price. You may be sure that we explored the market thoroughly for that product and decided on VITRASIDE plastic siding. VITRASIDE did all that we hoped it would do for us and more. Not only was the response on VITRASIDE immediate and favorable, but our pick-up business on our other warehouse items increased with the increased traffic brought in by VITRASIDE accounts.

Whenever we made a VITRASIDE presentation to a dealer, we were met with great enthusiasm for the product and what it could do. Our dealers in turn report to us that no other siding has as much homeowner appeal as does VITRASIDE. The dealer's selling job is made easier and VITRASIDE jobs are being sold to people in areas where siding would not otherwise have been considered.

We've just scratched the surface on the potential VITRASIDE market. We know we will double our volume of profitable VITRASIDE business in 1954. We consider our choice of a VITRASIDE plastic siding franchise the wisest decision we have ever made.

NORTHWEST STANDARD PRODUCTS COMPANY
Donn Brown, Sales Manager

VITRASIDE Industries Inc.

161 W. WISCONSIN AVE. • MILWAUKEE 3, WIS.

Alemite Versatal Pumps

**can save you
\$50.40 per hour!**



**Spray 70 squares per hour—
cut your costs 72¢ per square!**

1. Spray Faster Than Ever!

With Alemite's "Barrel-to-Roof" method, you can pump direct from original containers to work areas as much as 300 feet away. No transfer of materials, no hoisting. You can spray 70 squares per hour!

2. Save \$50.40 Every Hour!

Versatal methods allow you to use a light 5-foot spray head and flexible

hose. No more carrying materials by hand, no messy buckets and spreaders. 70 squares an hour, at a saving of 72¢ per square—that's \$50.40 saved every hour!

3. Eliminate Hazards!

No burns are possible when you spray cold applications with Alemite Versatal Equipment. Drums and compressors stay on the ground—no danger of falling materials.

For complete information, call the nearest Alemite distributor, or write direct to Alemite, Dept. A-34, 1830 Diversey Parkway, Chicago 14, Illinois.



Newly Revised Nailing Methods

(Continued from Page 16) important element in proper application. Any roofing material must be properly fastened to a sound deck if it is to give good service. The deck must firmly hold the nails, and the nails must be of the right kind and be correctly located to hold the roofing. Premature roof failures are almost invariably due to faulty application, not to the roofing material itself, which

is carefully manufactured for long, trouble-free service.

Although proper application is important, contractors generally agree that asphalt roofing is easier to apply than other roofing materials. A few, simple, easily remembered instructions will assure proper nailing if they are carried out.

Selection of the right kind of nails is basic to proper nailing. Hot gal-

vanized (or equivalent) steel or aluminum nails should be used. They should be sharp-pointed with barbed, or otherwise deformed, shanks. They should be made of 11 or 12 gauge wire, with heads $\frac{3}{8}$ in. to $\frac{7}{16}$ in. in diameter.

On New Roof Decks

For applying asphalt shingles on a new roof deck, use nails $1\frac{1}{4}$ inches long. For reroofing on top of old roofing material, use nails $1\frac{1}{4}$ inches long. Nails should penetrate at least $\frac{3}{4}$ inch into deck lumber.

To avoid buckling, make sure that the shingle is accurately aligned before driving any nails. Start nailing at the end nearest the shingle last applied and proceed to the opposite end. Drive nails straight to avoid cutting the shingle with the edge of the nail head. Do not sink the nail head into the surface of the shingle.

Nailing specifications for standard types of asphalt shingles are shown in the illustrations.

News

(Continued from Page 30)

accident. Three other Barrett plants have also exceeded the 1,000,000 man-hour mark. The total man-hours worked at these five plants without a lost time accident exceeds 7,600,000.

Barrett officials pointed out that this is considered an exceptional safety achievement because relatively few plants of any kind exceed the 1,000,000 man-hour mark. Speaking of the record at the Frankford plant, Mr. Charles J. Murphy, Works Manager, said, "Such an extraordinary safety record does not just happen. It is rather the result of constant study and planning by Management and enthusiastic cooperation of every employee at the plant."

Building Contract \$ Volume Hit Record High Last Year

A new alltime high dollar-volume record was established in 1953 with \$17,463,000 in construction contract awards according to F. W. Dodge Corp. Reports totals. This total was 4 per cent higher than the previous alltime mark set in the preceding year for the 37 states east of the Rockies. They state that the large volume of contracts let in the second half of last year indicates that the amounts of current construction activity and work to be put in place during the coming months are very high indeed.

Generally speaking, 1953 kept ahead of 1952 even with a mild turndown in June. At the halfway point, cumulative totals for 1953 were ahead of the preceding year. While August and September fell behind corresponding months of 1952, the third-quarter total still was leading 1952. Boosted by awards in October and November, 1953 was then definitely headed towards a new high finish and reached it, even though the year's final month, December had awards of \$1,299.8

billion compared to December 1952's higher figure of \$1,467.4 billion.

Individual 1953 totals were: nonresidential, \$6,955,866,000; residential, \$6,479,143,000; heavy engineering, \$4,008,454,000. Non-residential, \$540,338,000, down 12 per cent from November and 24 per cent below December 1952; residential, \$433,500,000, down 10 per cent from November and down 1 per cent from December 1952; heavy engineering, \$325,926,000, up 9 per cent over November and 2 per cent above December 1952.

National Safety Council Members Had Record Year

Workers employed by member companies of the National Safety Council had the safest year on record in 1952. They had fewer on-the-job accidents and the ones they had were less serious.

Industrial injury rates for last year, released by the Council in advance of the 1953 edition of its annual statistical yearbook, "Accident Facts," show a substantial reduc-

(Continued on Page 46)

Nailing It Down

(Continued from Page 12)

the last promised exclusive article had arrived.

This, in short, is the story of the 1954 Convention Issue of American Roofer & Siding Contractor. However, it is far from being the only important story or issue of the year. April, 1954 will feature a complete report and presentation with staff-taken photographs, of the New Orleans Convention of the National Roofing Contractors Association. May, 1954 will see the same thing done for the National Established Roofing, Siding and Insulating Contractors Association's Convention in New York City.

There are several new feature stories slated to break within the next three months in some of our major fields of coverage. Activity on the part of manufacturers in the ever-constant search for new and broader markets has resulted in the development of new products which the roofing and siding contractor can sell to increase his own income. Several important developments are now shaping up; they will be told about in the months to come.

Of course there are going to be vast changes in government loan programs during this session of Congress, many roofing contractors will have stories of unusual jobs successfully completed, and selling experts of outstanding writing ability will tell how to latch on to more and more better jobs.

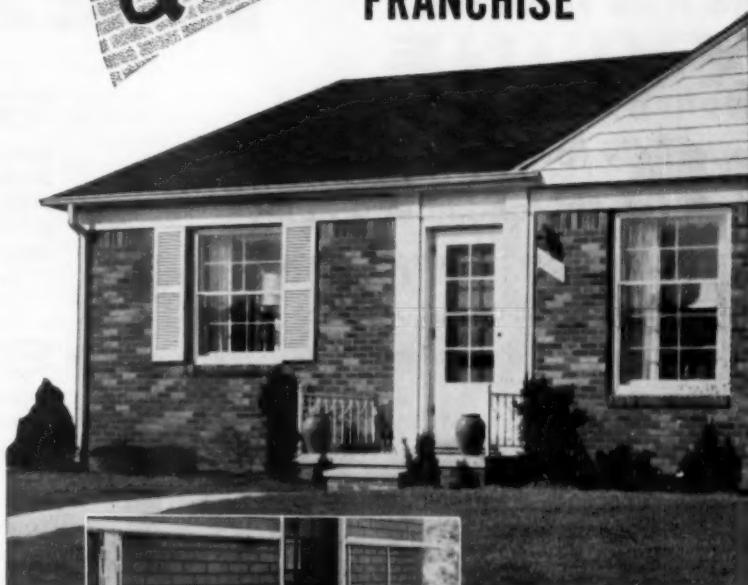
As one association put it recently: "1954 is the year to make more."

PLAN ON PROFITS

WITH A



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LAY BRICK
IN HALF
THE TIME!

• REAL BRICK IN THE MODERN FORM

A PRESTIGE PRODUCT—we developed Quikbrik to meet the urgent requirements of the building and remodeling trades for a low cost brick veneering . . . Quikbrik is pulverized hard burned face brick with improvers added for greater strength . . . It lifts you out of cut-throat competition . . . Talk Better Quality, Permanence and Everlasting Beauty. It's easier to sell.

GREATER PROFITS . . . Quikbrik has proven dealers make larger profits than possible with tacked on siding or ordinary brick . . . It makes more profit per job with less effort . . . If you have never handled a non-competitive product you'll be amazed at the profit potentials of Quikbrik.

FOR COMPLETE DEALER INFORMATION FOR YOUR DISTRICT,
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Another Flintkote First!

...The New Flintkote

SKYLINE

**Roofing System engineered
especially for Low-Pitched Roofs
ideal for air-conditioned homes**



The famous Flintkote laboratories are continually at work developing new roofing methods and materials—and improving on existing techniques and products.

Now, they announce a new 3-in-1 roofing system—**SKYLINE**—for low sloped roof construction. In one file, you have the answers to most of your modern-day roofing problems.

SKYLINE consists of three separate specifications: Skytab . . . Skytex . . . and Skykote.

Wire, phone or write for complete detailed information . . . and see for yourself.

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE 
Style and Color Leader since 1901



SKYTAB

permits use of *strip shingles* on low sloped roofs, with either Standard or Custom application. It is ideal for ranch houses and other types of contemporary structures where roof slopes are within the range of 2" to 4" per foot.

SKYTEX

is perfectly suited for *decorative*, low sloped *built-up* roofing . . . either residential or commercial . . . where incline is from $\frac{3}{4}$ " to 2" per foot. Decorative beauty is accomplished by the use of protective Mineral Surfaced roofing felt . . . and it can be further enhanced with Skykote color.

SKYKOTE

is designed to recoat or color *existing* roofs or to *decorate* built-up roofs. Applied by either brush or spray—this beautiful coating really dresses up a roof—makes it stand out. Comes in white, green, gray, coral and buff.



Want to stop selling slumps? Try being your own prospect!



By CHAN CHAPMAN

SO THEY call salesmen "extroverts," the psychology professors and the egg-head novelists. So we're supposed to be "outward-turning," up-and-doing, glad-handing and back-slapping. We're not supposed to have any doubts, we never peer into our seething soul, we don't keep our finger on our psychological pulse, or sit quietly and contemplate our navel.

O.K., we'll be extroverts, and we'll show them that being so is good for business, but not in the way they think. It's not necessarily the big smile and the life-of-the-party approach that makes the good salesman, because

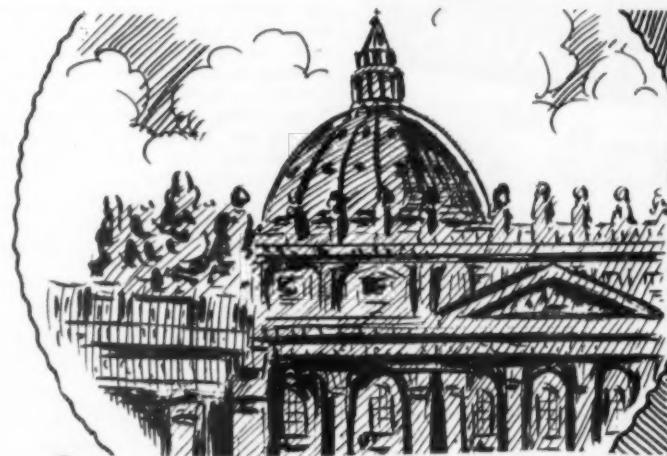
there are plenty of customers who can't swallow that stuff. The more we turn our minds to getting into step with the customer, and the less we turn inside, and hide our self-preoccupation by pressing a button and putting on the "salesman's face," the better salesmen we'll be.

This doesn't mean that we have no inside to turn to. We won't talk about those terrible days of doubt when we hit a slump and might as well use our order blanks for gin-rummy score

pads; when we are glad to take a prospect to lunch not because we have any confidence in closing the sale, but because we need the cocktail, and we know what happens to salesmen who start taking bottled encouragement along during working hours.

We won't mention all the times we'd like to say, "Lady, I don't care if your plaster does come down and bang some sense into your head — and your husbands, who tried three times to patch up that roof, and has never heard about the flashing, and I'll bet that's where the leak actually is." And when we have to say, instead, "Well, ma'am, everybody has to economize these days, but sometimes do-it-yourself is not quite enough to take care of every angle of the job, skillful as your husband was in making those three excellent patches."

Covering The World . . .



**ST. PETER'S CHURCH IN ROME
IS SO LARGE THAT IT
REQUIRES 50,000 PEOPLE TO
MAKE A CROWD IN THE CHURCH!
SEVERAL FAMILIES OF CARETAKERS
HAVE THEIR APARTMENTS ON ITS
ROOF!**

By Elmo

Say The Right Thing

The point is, the kind of extrovert the salesman has to be is the one who gets into the habit of saying the right thing because he's used to thinking outward. He has to get into the customer's mind, and try to imagine what the customer's problems are, what his blocks are against signing up for that new roof. If you stop asking yourself, "How'm I doing?" and instead concentrate on the housewife with some of the intensity of the lover (don't misunderstand, please) who notices when the lady's eyes begin to wander, or become glazed and unfocused in the way that means she's no longer listening; if you are alert for that waver in the voice that means doubt, or the easily-put-on smile that means no, you're not the only home improvement dealer in her life, but while you're here she might as well be polite, even if you must waste your time and hers; if you try to size up what the family can afford (not like

(Continued on Page 59)

CORKBOARD INSULATION

RECTOR Corkboard is steam baked and meets Federal specifications #HHC561B. It is a top QUALITY roof insulation at considerable SAVINGS. It is packed in heavy cartons for ease in handling and to protect against breakage in transit.

RECTOR Corkboard is equal to the best board made.



PROOF? It is used successfully in many famous buildings, including the:
UNITED NATIONS BALLANTINE BREWERY
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INTRODUCING

The Cle-Wit Twins

2 REAL TIME & MONEY SAVERS



THE CLE-WIT LO-BOY

is designed for rapid transfer of "hot" from Firewall to Mop Bucket...the old bucket-at-a-time method is slow and laborious...like the Hi-Boy, this carrier loads quickly with 30 gallons of "hot" thru a wide non-splash port and discharges direct to bucket fast thru 2" draw-off cock...fully insulated to keep hot-stuff "hot"...a trial will convince you...write for literature and detailed specifications.

Price F. O. B. San Francisco \$125

THE HI-BOY

AND

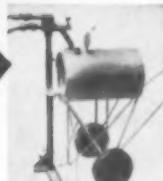
THE LO-BOY

THE CLE-WIT HI-BOY

easily, quickly takes 30 gallons of "hot" from pump through wide non-splash loading port, then speedily transfers amount needed to Felt-Layer thru 2" draw-off cock...fully insulated for comfort and heat retention...an efficient time-labor saver that will pay for itself on one small job...built to last...adjusted to proper height for pump & Felt Layer...a boon to roofers.

Price F. O. B.
San Francisco

\$125



Transferring "hot" to Felt Layer

CLEASBY-WITTIG CO., Inc.

969 TREAT STREET

SAN FRANCISCO, CALIFORNIA

What's New

(Continued from Page 35)

all parts, completely finished, together with 16 screws, in a specially-designed box.

* * *

Chimney Housing

The new Van-Packer chimney housing is molded from 3/16" cement asbestos panels and embossed to simulate brick and mortar joints. Pre-painted brick red with natural color mortar lines, the embossed design of the panels permits easy repainting, if desired, to match other brick colors. The housing measures 16½" wide by 24" deep. It is easily cut on the job to fit any roof ridge or pitch. The pre-drilled panels are shipped knocked-down and assembled with angle iron supports and sheet metal screws.

The manufacturer claims that non-brick appearance no longer need prevent sale of



the product as a safer, more flexible, 34% more efficient and 50% less expensive chimney than conventional brick. It was pointed out that the acid-proof fireclay tile inner lining and 3" vermiculite concrete wall has withstood temperatures in excess of 2000°F. in Underwriters' Laboratories tests. The packaged masonry chimney is listed for home heating plants and all types of incinerators, and designated type Class "A" for all fuels, by U. L., A.G.A., F.H.A. and all major building codes.

Due to its sectional construction, the item may be placed directly over the furnace in the center of the house as easily and inexpensively as against a wall.

In a comparative performance test by an independent engineering laboratory, the packaged masonry chimney developed 34% more draft than standard code brick chimneys, says the company.

According to the manufacturer, the packaged masonry sections and chimney housing can be completely assembled and installed by two men in approximately 97 minutes. The new simulated brick housing was primarily developed for use with the complete packaged masonry chimney. The housing is also now available separately, however, as an enclosure for existing metal chimneys and bare gas pipe vents on homes.

* * *

Moisture-proof Masonry Paint

A new formulation of an oil base masonry paint is now offered by the Ohio Paint & Color Co. for the protection of interior as well as exterior surfaces against moisture penetration. This product, called Cindrseal, is said to seal and beautify all types of

masonry surfaces and, in most cases, with a one-coat application.

The manufacturer claims that in addition to its deeply penetrating oil base, Cindrseal is a flexible coating that conforms with the normal expansion and contraction of masonry thereby giving protection against cracking and peeling. Special fungicidal agents have been incorporated in the formula to provide resistance to the deteriorating action of mold, mildew and other types of growth resulting from damp walls. The disintegrating influence of lime, salt and alkalis will not affect the colors of Cindrseal, says the manufacturer.

Advantages claimed by the manufacturer are the ease of application direct-from-the-can, and the fact that Cindrseal can be applied to any solid surface including those previously coated with water-based cement paints. Only preparation requirement is that the wall be wirebrushed if loose or flaky particles are evident.

One gallon covers 100 to 250 sq. feet, depending on type surface to be coated. Cindrseal may be sprayed however. It is furnished in a consistency for immediate brush application. Drying time is approximately 4 to 6 hours. Standard package sizes are 5 gallon pails, 1 gallon and quart containers. The regular colors include titanium white, pale green, brick red, buff, ivory, stone gray and slate gray. A special array of deep-tone colors are also available and these can be combined with a tinting white to produce a desired color or shade.

* * *

Aluminum Forms Booklet

Production of aluminum continuous roll-formed shapes, ranging from television antenna tubing to parts for trucks and trailers is described in a booklet published by Reynolds Aluminum Fabricating Service, and is available without charge.

The publication explains the advantages of continuous roll-formed shapes. The process makes available an extremely wide variety of cross-sectional shapes rolled from flat or coiled strips in any length required. Dimensional accuracy, better finishes and flexibility of design are emphasized as paramount advantages to manufacturers from the use of roll-formed parts.

Liberally illustrated, the booklet shows examples of rolled-formed parts produced in large quantities by Reynolds Aluminum Fabricating Service. These include storm sash sections, desk trim, bus trim, parts for clothes dryers, scaffolds, ranch gates, awnings, and trailer bodies.

* * *

ASTM Standards Compilation

The 1953 edition of this compilation brings together in compact, readily usable form the 105 standard and tentative specifications, test methods, recommended practices, and definitions of terms pertaining to bituminous materials for highway construction, waterproofing, and roofing.

Sponsored jointly by ASTM Committee D-4 on Road and Paving Materials and Committee D-8 on Bituminous Waterproofing and Roofing Materials—and including those standards covering creosote materials of direct interest to highway construction which are under the jurisdiction of Committee D-7 on Wood—this widely used pub-

Meets F.H.A. requirements for BREATHER type paper

Siding jobs stay better-looking longer, when you use SILVERCOTE Simplex Reflective Insulation as a sheathing paper between old and new siding. It allows moisture to escape, cuts down harmful condensation.

Puts PLUS benefits in your selling story

You keep ahead of competition when you re-side the right way—with SILVERCOTE Simplex. It repels water, stops wind penetration, lasts a lifetime—yet costs just a bit more than ordinary sheathing paper. Goes on without smudging; saves costly cleanup.

For a plus profit, suggest the application of SILVERCOTE Simplex to attic floor joists. Keeps homes up to 15 degrees cooler in summer, if properly applied, even if attic is already insulated. Write Silvercote Products, Inc., 161 E. Erie St., Chicago 11, Ill. for your free sample and book.

Full efficiency of SILVERCOTE is achieved only when reflective surface faces $\frac{3}{4}$ " air space. However, in most siding applications, a $\frac{1}{8}$ " air film exists, permitting SILVERCOTE surface to reflect radiant heat.



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BIRD & SON, INC.



THE CLINTKOTE
COMPANY

lication is of great value to producers and consumers and all others concerned with these fields.

Included are 41 specifications and 58 methods of testing covering highway construction materials, waterproofing and roofing materials (such as asphalts, tar and coal-tar pitch, fabrics, felts, shingles, creosote, and many others), also viscosity by means of the Saybolt Viscosimeter, volume correction tables, etc.

Recommended practices cover accelerated weathering test and bituminous mixing plant inspection.

There are definitions of terms relating to bituminous waterproofing and roofing materials (19 definitions), materials for roads and pavements, specific gravity and timber preservatives.

New material includes tentative specifications and test methods for: vacuum distillation of liquid and semi-solid asphaltic materials to obtain a residue of specified penetration; concrete joint sealer, hot-poured elastic type; concrete joint sealers; asphalt-base emulsions for use as protective coatings for built-up roofs; ASTM-IP Petroleum Measurement Tables; ASTM Thermometers, and Sieves for Testing Purposes (Wire Cloth Sieves, Round-Hole and Square-Hole Screens or Sieves). New proposed methods of test are included for: flash point of volatile flammable materials by tag open-cup apparatus; and water in petroleum and bituminous products. One report published as information only covers studies of the following work: stripping test for bitumen-aggregate mixtures.

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**Featured Exhibit At Chicago
Home And Home Furnishing Festival**



The attractive one-story house, pictured here, was one of the featured exhibits at the seventh annual Chicagoland Home and Home Furnishing Festival. One of the 91 new houses, 47 of them completely furnished, that were on display in Chicago and its suburbs, this home was built and furnished by Valenti Builders, Inc., of Chicago.

**Yarrington Tells Kettlemen How
To Care For Kettles And Tanks**

M. M. Yarrington of the Yarrington Aeroil Service, Jacksonville, Fla., in his "Hot Stuff Chats" information sheet, has given the following helpful hints to kettlemen:

Keep your kettle and tanks under cover, if only under a canvas. Be SURE to keep a filler cap on your tank, because if rusting starts inside, it will be useless to try to repair the tank. With the filler cap on the tank, rust just can't build up. Keep your idle tanks well filled with fuel. It holds down the rust attack.

Never store a kettle full of asphalt. Worse if it is full of pitch. If you are going to lay the equipment up for a short time, clean it thoroughly, and give it a coat of paint. Honestly, it deserves good treatment, because in the end, it will PAY YOU. Nothing seems to get kicked around like the poor kettle. Yet it is the heart of the flat roofing business.

Do you start your kettle in the yard BEFORE you start for a job? If the job is local, you'll find it will save you time if you light up your torch and let your kettle heat while you trail. Possibly you can't trail over rough roads quite as fast with liquid in the

kettle but when you get on the job you don't have to WAIT for hot. The boys in California are past masters at saving time this way. You never see a kettle trailing to a job that is not heating up as it goes.

News

(Continued from Page 41)
tion in both frequency and severity of 1952 accidents as compared with 1951.

Thirty-one of the 40 basic industry classifications reduced their frequency rates, and 25 reduced severity rates.

The average accident frequency rate for employees in all industries submitting company reports to the Council, based on the number of disabling injuries per 1,000,000 man-hours, was 8.40 in 1952—a reduction of 7 per cent from the year before.

The communication industry again led all others by turning in the lowest employee frequency rate. Its rate was 1.61—a 10 per cent reduction. Electrical equipment ranked second with 3.38, followed by the automobile industry with 3.62. Cement, third in 1951, dropped to sixth.

**Olson Co. Moves N. Y. Office
To New Long Island Location**

The New York office of the Olson Co., Inc., formerly located in the Woolworth Building, has been moved to the company's

new location at 92-13 183rd Street, Jamaica, Long Island, New York. The firm, which manufactures roofs, sidewalls, windows and insulation, requests that all telephone calls and mail be directed to the new address so that they can continue operations without any delay.

Ott Named Ass't Sales Mgr. The Philip Carey Mfg. Co.

Appointment of Willard B. Ott to the position of Assistant Sales Manager, Building Products Division of The Philip Carey Mfg. Company, was announced recently by L. W. Clarke, Vice President in charge of sales.

In his new position Ott will be concerned primarily with the distribution of Carey Thermo-Bord, a structural and insulating panel. Ott comes to the Carey general offices from Minneapolis where he was headquar-



W. B. OTT

tered as a salesman of the Chicago district.

Ott first joined Carey in 1933 at which time he held an office position. In 1938 he became a member of the sales force of F. I. Products Company, a Carey distributor. He was later Assistant Sales Manager of the W. S. Nott Company, also a Carey distributor. In 1941 he rejoined the Carey organization as a sales representative, a position he has held continuously since that time with the exception of a two year period in the armed forces.

Reynolds Opens Aluminum Reduction Plant in Arkansas

Reynolds Metals Company's new Robert P. Patterson aluminum reduction plant, located near Arkadelphia, Arkansas, now is in operation, according to an announcement by J. Louis Reynolds, the firm's vice-president in charge of operations. The facility, named in honor of the late company vice-president and director, has an annual rated capacity of 110 million pounds of virgin aluminum. Its operation gives the company an annual production capacity of 829 million pounds.

J. W. Hutchison is manager of the new plant, which cost an estimated \$34 million. Its construction was entirely privately-financed. The facility, the most modern of its type, is located on a 780-acre site south of Arkadelphia, just off U. S. Route 67, the main highway between Little Rock and Texarkana. The "pot rooms," where metallic

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- SAFE



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A. W. FLINT CO.

NEW HAVEN, CONN.

It contains: 12 Tubular Brackets with arms. 4 Adjustable Bases. 24 Sidewall Plates.

aluminum is produced, are 1827 feet in length. About 400 workers will be employed when the plant reaches full production. The main contractors were Dittmars-Dickmann-Pickens Construction Company, Little Rock, and W. S. Bellows Construction Company, Houston, who combined in a joint operation under the name Aluminum Constructors, Inc.

Aluminum, the plant's end product, was used extensively in its construction. Aluminum siding covers many of the buildings. The firm operates another reduction plant in the state—its Jones Mills facility, located in the northern end of Hot Spring County. Alumina, which is converted into metallic aluminum at the reduction plants, is supplied by the Reynolds alumina plant at Hurricane Creek. And the basic aluminum ore—bauxite

—is mined by a subsidiary firm, Reynolds Mining Company, near Bauxite, Arkansas.

Aeroil G.M. Announces Promotion, Increased Sales

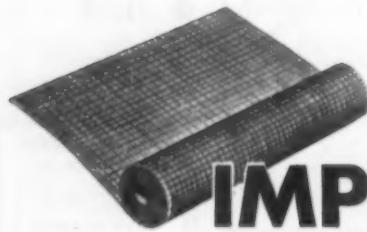
A recent statement by Joseph Halperin, General Manager of Aeroil Products Co., Inc., of South Hackensack, N. J., included the announcement of the appointment of Charles Klevies to the post of Pacific Coast Manager, and the attribution of increased company sales throughout the Midwest in great part to the concentrated efforts of Bill Wonder.

Mr. Klevies, who has been Seattle, Wash., Branch Manager for a number of years, will make the Seattle office his headquarters.

(Continued on Page 48)

To combat all

ROOFING ENEMIES



**CHASE
IMPERVITEX**

For years you've been searching for an easy-to-apply, economical membrane for all types of roofing and waterproofing jobs. CHASE IMPERVITEX meets and surpasses your requirements. It is specially designed to form a perfect bond between itself and the waterproofing materials. Impervitex is unexcelled for vertical surfaces, water tanks and subway work...conforms to the shape of the surface being waterproofed. The material will not expand or contract to any greater degree than the waterproofing agent with which it is used...prevents buckling, ruptures and assures perfect roof drainage.

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- Rot-proofed by a special formula
- Assures a smooth roof surface



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General Sales Offices: 309 W. Jackson Blvd., Chicago 6, Ill.
30 BRANCHES AND SALES OFFICES STRATEGICALLY LOCATED



Kinks and Short Cuts

Grooved Sawhorse Permits Easy Cutting of Building Paper

One contractor found that a deep groove, cut lengthwise in the top of a sawhorse, would speed up the job of cutting building paper. The heavy



paper, used over sheathing and subflooring, is unrolled and measured to length. Then it is pulled over the sawhorse and cut. The groove holds the knife to a straight line and assures a complete cut with one stroke.

News

(Continued from Page 47)

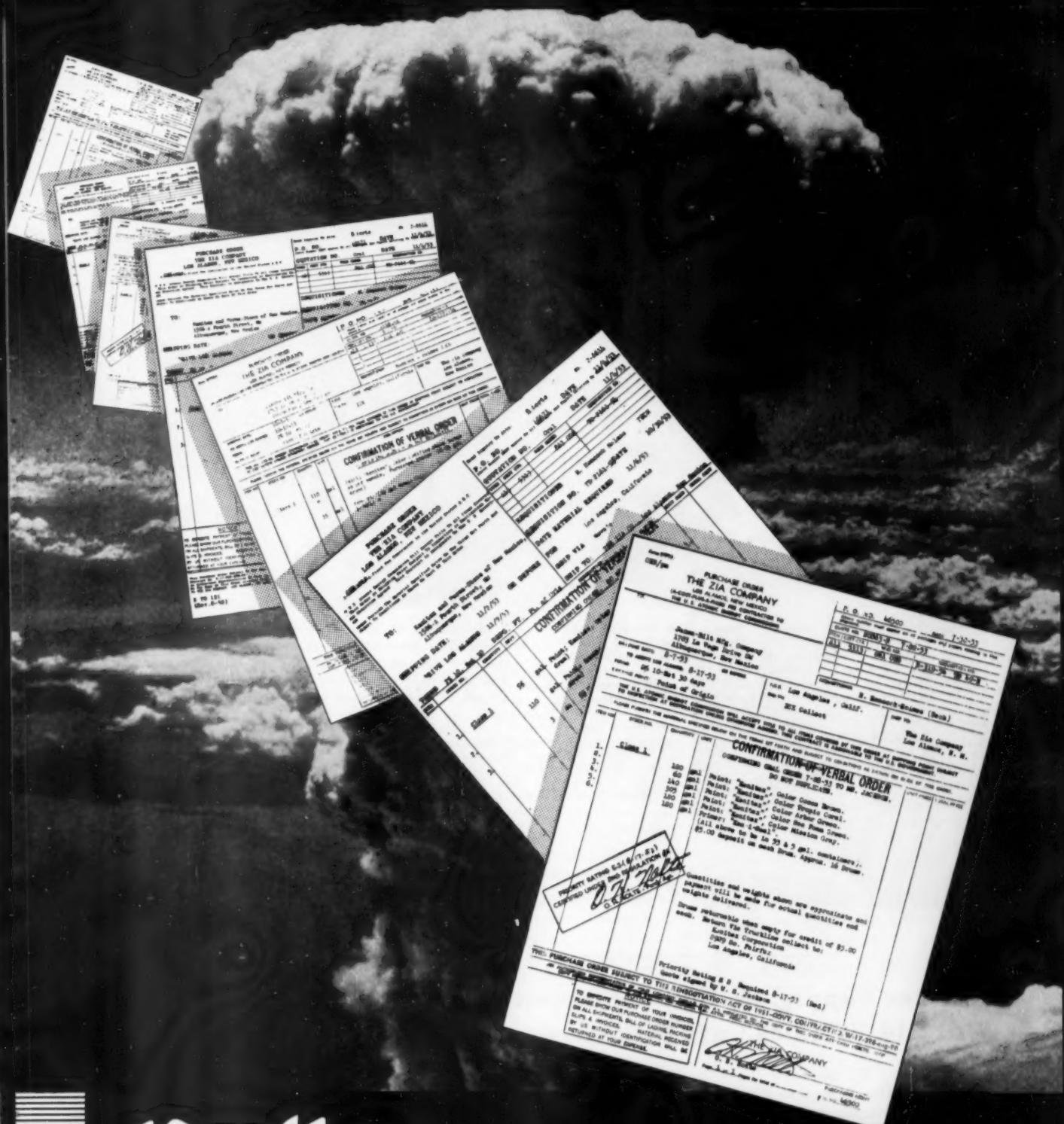
His duties will be to supervise and control West Coast Sales activities for the company.

Mr. Wonder, who makes his home in Kansas City, Mo., is one of the more recent additions to the Aeroil sales force. He is under the general jurisdiction of Bob Willems, the firm's Midwest Regional Manager.

Two More Celotex Employees Join Firm's 25-Year Club

George I. Smith, manager of the acoustical department, and John J. North, an assistant to the manager of the roofing and siding products department, have become members of the Celotex Twenty-Five Year Club, it was announced recently by Henry W. Collins, executive vice president of the Celotex Corporation, Chicago, Ill.

At the luncheon given in their honor by members of the club, Mr. Smith and Mr. North were welcomed by the corporation's president, Otis S. Mansell.



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California Roofing Contractors Association Installs Slate Of Officers At Dinner



The picture shows incoming Prexy Ted Strong (right, center) receiving the gavel from Ex-(Has Been) Ed Virgin (left, center) along with the members in attendance. The new President presented his "State of the Organization" message, as well as detailing plans for continuing the long term objectives of previous administrations.

A delegation of four members from the Riverside-San Bernardino Association were present as guests, as well as the President of the State Roofers' Association. The festivities were continued the following afternoon at a Golf Tournament held at the Montebello Country Club.

A slate of 11 new officers and directors of the Roofing Contractors Association of Southern California took office at a recent installation meeting of the trade group at 7315 Melrose Ave.

Officers and members from the State association in San Francisco, Riverside and San Bernardino attended the evening meeting when Ted Strong took

office as president of the Southern California group.

Others installed were Robert Griffin, vice-president; Emory Eberhard, secretary; George Garrett, treasurer, and Carson Bell, W. H. Davidson and John Weaver, directors. Eberhard, Garrett, Griffin and Strong also are named on the board of directors.

increased from 718,500 tons in 1950 to 1,250,000 tons in 1953, a jump of 74 percent. Additional capacity is under construction by a new producer who expects to begin actual production during 1954. Another company is reported also to be entering the aluminum production field. When their facilities are completed, the five domestic producers will have a total productive capacity of 1,550,000 tons of primary aluminum.

Greater Supply, No Civilian Restrictions Will Aid '54 Sales Says Official

"The year 1954 promises to be a 'selling year,' the biggest in the aluminum industry's history," Richard S. Reynolds, Jr., president of Reynolds Metals Company, recently predicted. He cited these reasons for this expectation:

1. "The supply will be greater than ever before in the industry's history, assuring all consuming industries of adequate supplies.

2. "For the first time since the Korean war began, the year starts without any restrictions on civilian uses.

3. "With the major part of the expansion program begun three years ago completed, the aluminum industry has shifted its emphasis from increasing production to market development and increasing sales.

"Primary aluminum production is expected to approach 1,400,000 tons, about 12 percent more than 1953. As a result of the expansion program during the past three years and the investment of over \$600 million by the domestic producers in new productive capacity and auxiliary facilities, annual output of primary aluminum was

Construction To Grow

"The industry's major civilian market, the construction field, continues to grow rapidly as new applications are found for aluminum," Mr. Reynolds said. "One of the most striking developments is the construction industry's adoption of aluminum curtain-wall panels for office buildings and industrial structures. A dramatic demonstration of aluminum's advantages for this type of construction took place during the summer of 1953 in New York when three crews of five men each covered the entire surface of a 26 story office building with prefabricated aluminum panels in 6½ working days. About 60 other aluminum-

faced office and industrial buildings have either been built or are in the process of construction.

"The widespread acceptance of aluminum by metal consuming industries, coupled with the increased supply and the maintenance of a favorable price relationship with competing materials, make the aluminum industry optimistic about 1954 sales prospects," Mr. Reynolds said. "But to realize these prospects," he emphasized, "a vigorous sales campaign and resourceful market development work will be necessary."

Icy Climate

(Continued from Page 27)

roofing. What little moisture was left on the top side, as we turned it, was then allowed to drain down through the cracks in the decking.

That about covers the problems involved in this project. To date we have completed some 2500 squares, and I believe everyone is very satisfied.

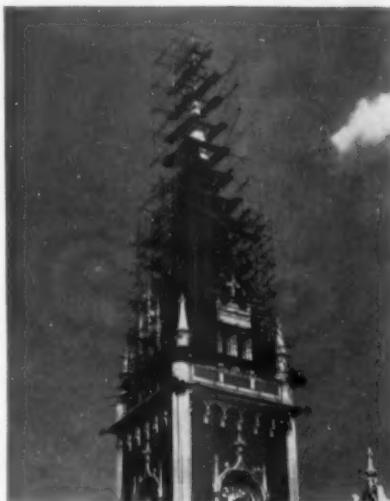
Jeep Hoist Solves Height Problem

A novel method of hoisting asphalt shingles from ground to roof won an 88-square sale for the Clay Building Materials Co., Comanche, Texas. The method could be used with profit by any contractor in a similar situation.



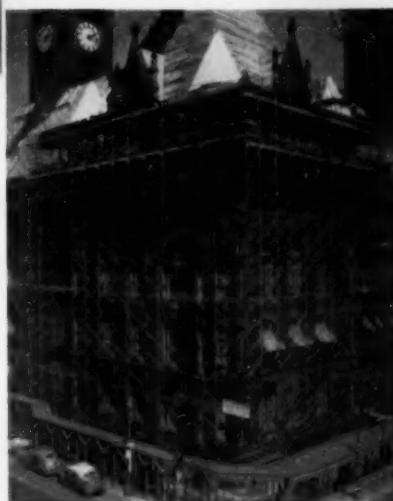
J. B. Ruth, manager of the Clay Building Materials Co., Comanche, Texas, backs a jeep to hoist a bundle of interlocking asphalt shingles up the ingenious conveyor he devised. B. A. Wilson, the contractor, stands by the pile of shingles on the ground.

Built-Up Scaffolds Put Your Crew On Any Roof, Quickly And Safely...



8500 FEET OF SCAFFOLDING SPEEDS REPAIRS TO SPIRE

Roofing contractor Frank Staar & Sons, Inc., rented this "TubeLox"® Scaffolding for maximum convenience and safety while reroofing Chicago's Guardian Angel church. The Scaffold assembly, installed by a Patent Scaffolding Co. crew, used 8500 lin. ft. of tubing and 1600 connecting couplers. Note how set-back, at mid-point on the steeple, provides support for smaller platforms without excessive scaffolding. The scaffold is securely tied-in to the spire, but does not depend on it for support. All weight rests on assembly base. Send for free Bulletin 10-PTS.



"TROUBLE SAVER"® SURROUNDS THE MINNEAPOLIS COURT HOUSE

Extra-strong "Trouble Saver"® Sectional Steel Scaffolding, used here on a typical repair job, saves time and money for roofers. Prefabricated "Trouble Saver" Scaffolds, Steel Scaffold Brackets, and Adjustable Steel Trestles are designed for safe, trouble-free service. Approved by Underwriters' Laboratories, Inc. "Trouble Saver" Scaffolding, distributed by PS Co., is fully described in free Bulletin PSS-24.

FOR SALE OR RENT—Complete Stocks of "TubeLox" and "Trouble Saver" Scaffolding are quickly available to meet your exact requirements. See the Yellow Pages in your phone book for the nearest Patent Scaffolding office or representative handling "Gold Medal" Scaffolds.

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Branches in all principal cities.

J. B. Ruth, company manager, fastened skate wheel conveyors on a frame from the ground to the 35-foot-high eaves of the Comanche Grammar School. A cable was run through a pulley at the top of the frame and fastened to the front end of a jeep. Bundles of shingles were raised by backing the jeep.

When the Comanche school board selected fire- and weather-resistant interlocking asphalt shingles for the reroofing job and asked for bids, it specified that delivery be made on the

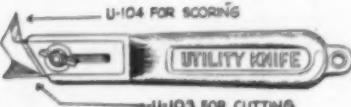
roof, not the ground. Ruth held his additional delivery cost to 10 cents a square.

—NRCA Convention Coverage—

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&
SIDING CONTRACTOR

A NEW COMBINATION

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For the cleanest, fastest score-cutting on your insulated siding jobs, use the Modern Utility Knife with these two new blades:

Score the mineral surface with "Fitrite" U-104 Carbide Tipped blade, turn the knife and U-103, a long blade, cuts right through the balance of the insulation.

For asbestos cement materials, just score-cut with the tough, durable U-104.

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A NEW VISE-GRIP MADE EXCLUSIVELY FOR US



Throat 3 $\frac{1}{2}$ " deep Jaws 3 $\frac{1}{2}$ " x $\frac{3}{4}$ "
A necessary tool for every sheet metal man.
Use it for on-the-job bending, forming,
straightening and seaming.

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3 Pipes $\frac{3}{4}$ " I.P.S.
Bronze and Galvanized
for all types of steep
roofs—slate, tile,
flat or corrugated
metal and composition.

"Protector"



2 Pipes $\frac{1}{2}$ " I.P.S.
Bronze and Galvanized,
installed on old roofs without
removing slate.

ALUMINUM MOP HANDLES



Light weight. Outlasts wood
many times. Unbreakable, eco-
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TRIPLE WIRE BOUND

Especially Constructed for Applying
Asphalt Heated Up To 500 Degrees.

CUPPLES CO. Manufacturers ST. LOUIS

"Siding Better"

(Continued from Page 18)

shingles. But once they did, insulating siding became even more popular.

FHA Acceptance

The popularity of the overlap shake shingle pattern was further accelerated by the Federal Housing Administration's acceptance of it when installed over wood, exterior gypsum board or fiberboard sheathing. This was a great forward step in pushing sale of insulating siding for new construction.

It wasn't until October, 1952, that we obtained F.H.A. approval for use with gypsum or fiberboard sheathing, following acceptance by just one year for installation over wood sheathing.

The stumbling block to use of insulating siding on gypsum or fiberboard had been the problem of holding siding to sheathing where vertical joints fell between studs. The method now approved is the use of a three inch nail—copper or aluminum—that is driven completely through both siding and sheathing. A simple twisting tool is then used to put a pretzel-like curl in the end of the nail, so that it provides a positive anchor against the back of the sheathing.

Incidentally, F.H.A. Use of Materials Bulletin No. UM-12 covers application of insulating siding in new construction, in case you would like to learn more of the details.

Costs On New Homes

You may be interested in the considerable savings that can be made in construction cost by using insulating siding on new homes. If you aren't interested in doing new construction work, maybe these figures will enliven an interest.

According to the current costs in the Chicago area, and you can probably use the same comparison with slight adjustment for your area, we have found that insulating siding installed over wood sheathing is 36 per cent cheaper than beveled siding, 30 per cent cheaper than double course wood shake shingles and 50 per cent cheaper than brick.

Because such savings are possible without any reduction in quality, many roofing and siding contractors have built profitable business by installing insulating siding in large quantities, acting as sub-contractors on large housing developments.

The H & H Roofing & Siding Co. in Detroit installed shake shingle overlap insulating siding on the sidewalls of 45 homes in one project alone. In another project, insulating siding was installed on three walls of the home, while the front was finished with brick or wood paneling. They had their labor cost worked out almost to the exact dollar. Their men worked in two-man crews. Each crew was trained to install all the siding on a six-room, one-floor plan house in less than a day.

Insulating siding seems to lend itself to modern, cost-saving construction techniques where every motion must be carefully planned to contribute its full share to the over-all result. One builder operating in the northern Indiana area has developed an efficient method of building sidewalls complete on the floor or ground before tipping them into place. He estimates that the floor assembly and tip-up technique cuts wall cost as much as 30 per cent, with insulating siding contributing considerable to the cost reduction because it goes in place so quickly.

In Home Modernization

The same advantages that make insulating siding so adaptable to new construction have been at work in home modernization work for more than a generation, as many of you well know. Insulating siding isn't the cheapest sidewall material you can use, but it certainly is one of the easiest to install.

The size of the panels vary from 9 to 15 inches wide and from 44 to 48 inches long, but they're all large and go into place quickly. Once a level course is established around the foundation line, alignment of subsequent courses is virtually automatic. The siding comes in bundles that are easy to store and easy to handle on the scaffold. No special skill is required to apply the siding. A man can be quickly trained to install 3 or more squares a day.

If insulating siding is so good, you may reasonably ask, why isn't more of it sold? There are several reasons, none of them really valid, which I won't discuss in detail except to say that a lot of good opportunities have been missed. My prime purpose is to make sure the opportunities that are present today aren't neglected.

I'll admit that some manufacturers have been a little slow in putting full promotion force behind insulating sid-

BEST FOR YOUR ROOFING JOBS HAUCK

SPEED-MASTER

**The Kettle with
Flash-Proof Flues**



**EASIEST TO CLEAN • BEST CONSTRUCTION
CHEAPEST TO OPERATE**

The Hauck Speed-Master kettle delivers twice the output of conventional kettles, and cuts fuel, labor, melting and cleaning time in half.

THE SPEED-MASTER FEATURES

- Internal Tube Heating for faster melting and easier cleaning.
- Improved Well Type Kerosene Burner for horizontal firing and close flame control. Available also with L.P. gas burner.
- Flash-Proof Flues — double walled with air space between cuts down 90% of avoidable flashing.
- All Insulated kettle for comfortable operation.
- Quick-Delivery Cock for faster draw-off.
- Other Hauck Features. Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs.
- Trailer Kettles on pneumatic tires, solid rubber tires or steel wheels in 55, 80, 115 and 165 gal. capacity. Skid kettles — 40, 55, 80, 115 and 165 gal. capacity.

Write for Catalog.

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→**CONDENSATION**←

**GETS THE AIR
WHEN YOU INSTALL**

MIDGET LOUVERS

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles — for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.



The MIDGET LOUVER Co.

6-8 WALL STREET • NORWALK, CONN.

Nixalite

BIRD REPELLENT
AND CONTROL

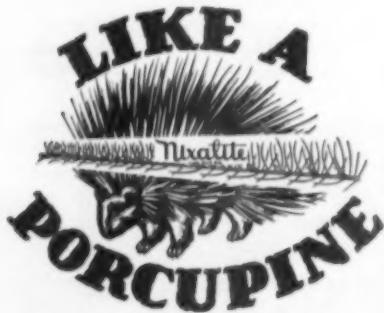


An inconspicuous spring tempered, nickel bearing, stainless steel device which prevents birds from landing or roosting on buildings, or rodents from climbing.

When NIXALITE is installed there is no further expense. No electricity. No repairing. No replacement. No labor. No maintenance.

Permanently eliminates unsanitary bird spotting. Not conspicuous.

Can be installed on any type surface and every kind of material.



As the sharp pointed spines of the porcupine in bristling array keep human beings and animals away, so the myriads of springy prongs with their needle sharp points (120 in every foot) of NIXALITE prevent pigeons, starlings and other obnoxious birds from alighting or roosting on stores, office, apartment and public buildings; homes, churches, signs and other similar places.



Write for "Illustrated Installations"
giving Name of Your Distributor

NIXALITE COMPANY OF AMERICA

115-119 W. 3rd Street, Davenport, Iowa, U. S. A.

ing. Also hurting the product is the fact that some unscrupulous applicators have installed it poorly at exorbitant prices. But I am not here to make alibis. I want to emphasize the fact that insulating siding can be sold at a substantial profit to you and with the complete satisfaction of your customers.

Mass Sales By Some Dealers

I know it can be done because the dealers and applicators who have worked in promoting insulating siding have been remarkably successful. I know of several dealers who move 75 to 100,000 and more squares a year. Others handle only a few hundred. All it takes to make up the difference is a little imagination and the conscientious application of the basic principles of good salesmanship.

The word "insulation" has a magic ring to most American home owners. Insulating siding has enough insulating value to be equal to 16 inches of solid concrete, a double brick wall or one and one-half inches of wood. Since it goes over an existing wall that has some insulating value regardless of what it's made of, it's inevitable that insulating siding is going to return the home owner a sizable bonus in the form of lower fuel cost and greater living comfort — plus the satisfaction he gets from having a house with an entirely new look — a look that will stay smart in appearance for many years to come.

Where do you find the people interested in the benefits of insulating siding? You know where they are. Walk down any street. Knock on almost any door. In both the old and new neighborhoods.

Older Neighborhoods

In the older neighborhoods the forces of blight are advancing faster than most people realize. Unless we lead the fight to protect these homes from deterioration, they will soon be added to the already too large total of sub-marginal and slum housing which blight many of our large cities.

It costs a lot less to put on a new roof or a new overcoat of siding than it does to build a new home or to have the existing home relegated to the slums where it will be of no benefit to anyone. It's part of our selling effort to point out these dangers and to help people invest in home modernization before it's too late.

And don't overlook the prospects at the other end of town — the people

ATTENTION: DISTRIBUTORS of INSULATED SIDING

Our new PROCESS METAL CORNER

is a product siding applicators have been looking for. Will not peel, crack or chip. Perfect color matches for all brands of insulated siding.

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who are living in new homes that were built within the past five years. The Federal Reserve Board comes up with the highly interesting point that most major home improvements are made between the third and fifth years of ownership. That's about the time the house needs a new coat of paint or the old one has begun to peel. And what do we do about it? We sell a a siding job that ends the painting problem right away.

Sure we're headed for a buyer's market, but it's a buyers' market that still has plenty of people willing to be sold, if we have the imagination and energy to do the selling.

Terne Executive

(Continued from Page 36)

flatly, and has less buckles than the sheet form. For complete roofs Follansbee recommends 20" wide rolls. Where the flat lock and soldered roof is installed on a low pitch roof, the material can be cut into eight or ten foot lengths and be formed on a brake. This allows for occasional cleats at the short seams.

An unusual new development, demonstrated by representatives of Follansbee Steel Corp. is The Portable Electric Seamer, a labor-saving device, which makes the formation of seams on terne metal roofing easy and simple.

Joseph D. Wilder, Executive Secretary of the National Organization of Sheet Metal Contractors, gave a report on activities of the Sheet Metal Contractors' National Association.

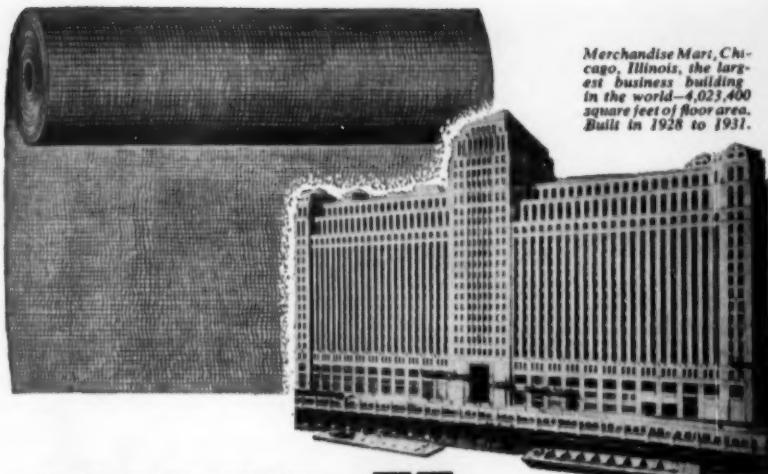
At the conclusion of the Convention new officers were elected for the forthcoming year. These included Richard W. Friday, President; F. Van Pils, First Vice-President; Irving Spalty, Second Vice-President; and Clarence J. Meyer, Secretary-Treasurer.

TV Roofers

(Continued from Page 38)

and siding quickly joining their line of services. Time and experience proved that roofing, siding and heating were the most profitable aspects of their business and they decided to specialize along those lines.

One of their most successful jobs provided the unique situation of being both the largest AND the smallest job they have been called on to perform. It involved a mushroom house in Kennett Square, Pa., where they roofed



Merchandise Mart, Chicago, Illinois, the largest business building in the world—4,023,400 square feet of floor area. Built in 1928 to 1931.

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MERCHANTISE MART
CALLED FOR**

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WATERPROOFING PRODUCTS**



KarnaK fabric is packed in sturdy, corrugated cartons for protected shipping and storage. They keep the fabric in perfect condition until used . . . cut fabric loss.

Twenty-five years ago, the problem of protecting the foundation of the "Mart" from hydrostatic head was answered with KarnaK. Even though the big Chicago River flows beside it, this KarnaK job holds secure.

Why was KarnaK chosen? Because it is the membrane system of waterproofing that holds tight against any water condition.

KarnaK is an open mesh long-fibre cotton cloth that has been heavily impregnated with highly refined asphalt so as to leave the mesh open. It is layered, on the job, with alternate moppings of asphalt to provide a tough, resilient, waterproof membrane. The non-sticking fabric unrolls easily . . . to the very end. It "works" faster and with no waste . . . saves labor costs.

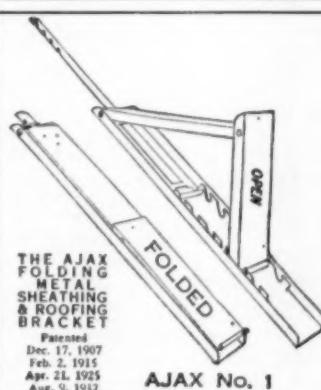
The KarnaK Membrane System is best for roof patching, skylight flashing, window and door flashing, through-wall and cornice flashing, as well as waterproofing against a hydrostatic head in dams, swimming pools, viaducts and tunnels. Send coupon for complete information. Manufactured by Lewis Asphalt Engineering Corp., 30 Church Street, New York 7, N. Y.



OTHER KARNAK PRODUCTS

Asphalt Roof Coatings
and Cements
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THE BECK INSURANCE PLAN MAKES YOUR CUSTOMERS MONTHLY PAYMENTS IN THE EVENT OF TOTAL DISABILITY FROM SICKNESS OR ACCIDENT AND PAYS OFF THE ENTIRE DEBT IN THE EVENT OF DEATH — BOTH IN ACCORDANCE WITH THE TERMS OF YOUR POLICY.

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the entire storehouse with interlocking asphalt shingles and, on the same property, covered a small storage shed with less than one square.

The McGees introduced interlocking shingles in the mushroom territory. That area had a problem with its roofs because of the extreme temperatures necessary to the proper storage and maintenance of mushrooms — going from extremely cool and damp to extremely hot. The shingles being used had a tendency to curl because of the rapid and extreme temperature changes, but the interlocking asphalt shingle proved to be the correct answer.

Personal Supervision

Bill and Gene guarantee the quality of their work by their personal supervision and back up their belief in their own abilities with a 10 year guarantee dating from the day of application. In peak season they employ from 8 to 10 roofing mechanics, adjusting the force to meet business demands. Right now they would like to uncover a "real, crackerjack salesman in the Philadelphia area to take some of the burden off ourselves."

They both are firm believers in reliability and dependability, and take pride in the fact that they are frequently called upon by satisfied customers to contract such allied jobs as plumbing, wiring, etc. "The customer knows that when we contract to do a job for them, even though it is not our specialty, we live up to our standards," says Bill. "We sub-contract those jobs out of our immediate scope," he continues, "and we take extreme care in who we let do the job. If a sub-contractor doesn't follow our specifications, we never use or recommend him again. On the other hand, when we get a good, reliable subcontractor, we recommend him to fellow NERSICA roofers whenever they ask us for a man in that particular service.

Believe In Fair Trade

Both brothers, Bill in the office at 227 Lee Circle, Bryn Mawr, and Gene in the office at 2932 E. Elbridge Street, Philadelphia, are firm believers in fair trade and licensing of roofing contractors — "First we have to prove we are not thieves, then we can concentrate on selling our products." Both feel that their business is an extremely vulnerable one in its present stage.

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Everything for Roofing and Waterproofing

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You can become a manufacturer with a successful processing business of an accepted and proven building material for new construction and for old repairs. A fast selling product. On the market for six years. Used on Government Buildings, Institutional and Homes. No inventories to carry, no machinery required. Ruberlite Roofing Products, P. O. Box 361, Buena Vista Sta., Miami 37, Fla.
—Adv.

They deplore the "fly-by-nighters" who ruin the reputations and business integrity so carefully nurtured by the honest, established contractors.

"Live" Westerns

Besides the excellent promotion they obtain from their video work — they are especially proud of participating in the only "live" Western drama series to have been produced in the Eastern section of the country, the daily half-hour "Action in the Afternoon" show — the McGees' advertise in neighborhood publications and depend on the old—but always reliable—method of having the satisfied customer tell his friends about the quality of their work.

Their business isn't the only thing that has built up rapidly for brothers McGee — so have their families. Gene is the father of three and Bill of five, but it's hard to figure out whether Daddies McGee or Howdy Doodie is No. 1 on the Junior McGees' TV Hit Parade.

Gene and Bill have pretty definite ideas on how a business is to be conducted reliably and fairly, and they are capable of putting across their ideas. When their background, practices, and business ideas are summed up, the observer can say — "Taint funny, McGee . . . it is good business sense."

Photo of the Month

(Continued from Page 15)

in Parma Heights, Ohio, which is in the Cleveland Sales District for Certain-teed. The Sales Representatives of the manufacturers in this District are R. W. Miltz and R. J. Hardwick.

Don W. Kromer was the architect on this unusual, big, fast construction job.

NERSICA Convention

(Continued from Page 23)

9 A.M. until noon on Monday, March 22, will have E. A. Swenson, Built-up Roofing Dept. of Flintkote; Willis Craig, Director of Research, Labco; and E. F. Dittmer, Administrative Assistant, Philip Carey Co., as the members of the Manufacturers Panel.

Mr. Swenson will discuss the development of cold process, touching on types of materials and techniques needed in application. The use of specific materials in the process will be covered by Mr. Dittmer. Use of

2 big reasons why *Laykold* FIBRECOAT protects over 10 million sq. ft. of roofs on key military installations

1 FAST application

Actual large-job competitive tests have proved that Fibrecoat—applied cold with either spray or brush—gives 50% faster application, and is ideally suited to continuous spray application. On one recent military job, Laykold Fibrecoat was applied through 1,000 feet of hose.

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The easy handling of Laykold Fibrecoat allows you to take bulk deliveries at minimum costs. You use Fibrecoat as you receive it, without heating, so whether you order by truckload or tankcar, drum costs are eliminated, labor costs are reduced.

LAYKOLD FIBRECOAT is a long-lasting, mica-armored asphalt emulsion that forms a tough, weather-protective coating for roofs, walls, structural members and tanks. It bonds readily to either damp or dry surfaces and is available in any of three durable colors: red, green or black. Meets Military Specification MIL-R-3472.



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Also manufacturers of Laykold flooring products; Walk-top for walks and drives; Colfix Jet Seal for Airports; Laykold and Grasstex Tennis Courts.



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Get the load onto the roof deck instead of just up to it!

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

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INCORPORATED
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For siding, soffits
flashing, walls,
facades, spandrels,
pillars, etc.

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FACING**

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SHEETS & PANELS**

... offers unlimited application for the most modern effect in design. Available in flat, rib fluted and embossed patterns. Large panels can be formed on a brake and cut with ease.

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ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

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(Complete with handles)

TOP QUALITY

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Manufacturers of Nationally
Known JOHNSON Brooms & Mops

OUTLINE OF THREE-DAY PROGRAM

Twelfth Annual NERSICA Convention and Exposition Mon.-Wed., March 22, 23 and 24, 1954 Hotel Statler, New York

Sunday, March 21st
Board of Directors Meeting.

Monday, March 22nd
9:00 A.M. — Built-Up Roofing Forum.

Subject: "Cold Process." Detailed presentation by representatives of manufacturers interested in the cold process application of built-up roofing. The aim is to keep members informed on developments and difficulties. Question-and-answer period follows. Charles Griffith, Binghamton Slag Roofing Co., able moderator of 1953 Forum, will again run the meetings.

1:30 P.M.—Office Management Forum.

Subject "How to Improve OUR office Operations." Program under auspices of National Office Management Association—an international organization to increase office efficiency and engage in research in the administrative field. Speaker and forum leader is Staff Director of NOMA Technical Division Arthur H. Gager, Philadelphia. NOMA is making a survey of NERSICA members. The forum will discuss the findings in light of modern practices, looking to improvements and savings. Paul Daniiluk of Danco, Inc., Denver, Colo., will be moderator and a panel of six NERSICA members will help Mr. Gager in answering floor questions.

Tuesday, March 23rd
9:00 A.M. — Built-Up Roofing Forum.

Subject: "Hot Processes." This program features the same panel of experts that made Built-Up forums of the past three years successful; also performed such a great service in eliminating troubles. Question-and-answer period follows.

supporting materials, such as felts, glass solvent type coatings, emulsion coatings, plastics, etc., will be discussed by the entire panel.

At the afternoon session, running from 2 P.M. until 5 P.M., Mr. Craig will analyze cold process maintenance methods. He will survey types of

12:30 P.M.—Luncheon.

Speaker: Guy Hollyday, Federal Housing Administration Commissioner, Washington. He will discuss the new modernization and slum clearance program.

Following the luncheon, honors will be accorded those who were members of the original Northeastern Reroofing and Residing Contractors Association from its inception in 1933 to the formation of NERSICA in 1943.

3:00 P.M. — Annual Business Meeting.

Action will be taken here on problems of the industry and matters of NERSICA policy and service. Election of officers and directors. Time permitting, there will also be a discussion of NERSICA's services with a panel to answer questions.

Wednesday, March 24

9:00 A.M.—Building Specialties Forum.

With NERSICA Director G. I. Lyons, Lancaster, Pa., as moderator, representatives of the National Metal Awning Association will discuss the future of their industry; as will the National Combination Storm Window and Door Institute, Inc.; and the representatives of Jalousie manufacturers. To answer questions, a panel of contractor experts will assist the manufacturers' men.

12:00 P.M.—Luncheon.

Speaker: Dr. Charles Reitell, famed management expert and member of internationally-known management engineering firm of Stevenson, Jordon and Harrison of New York City. His subject, "Sound Business Management," will be a "refresher course" on the four-day Management Clinic he conducted at the 1948 NERSICA Convention. Past President Lee Verchereau will be the moderator for this all-afternoon session, assisted by a panel of contractor experts.

materials that are favorable for roof maintenance, together with the utility of each type. The entire panel will participate in a discussion on the subject of application and techniques.

The Hot Process sections will be conducted during the same time periods on Tuesday, March 23. The

panel of manufacturers for this meeting will be comprised of: N. F. Brown, Certain-teed; Tom Dantz, Ruberoid; Mr. Dittmer; Ted Lyons, Johns-Manville and Carl Timpe, Barrett. Topics for consideration and discussion will include: Improved workmanship, mechanized operation, understanding specifications and temperature control.

Charles N. Griffiths, Binghampton Slag Roofing Co., Binghampton, N. Y., who served in the same capacity in 1953, will be the chairman of all Roofing Forums. He will assist the panels in answering questions from the floor.

Forum Moderator

NERSICA Director G. I. Lyons, Insulation Co. of Pennsylvania, Lancaster, Pa., will act as the moderator of the Building Specialties Forum, beginning at 9 A.M., Wednesday, March 24. Representatives of the National Metal Awning Association, will discuss the past, present and future of their organization, as will members of the National Combination Storm Window and Door Institute, Inc. Also on hand will be a representative of the jalousie manufacturers.

The Office Management Forum, on Monday, March 22 at 1:30 P.M., will offer a program under the auspices of the National Office Management Association. Main speaker and forum leader will be Arthur H. Gager, Staff Director of NOMA Technical Division. The forum will discuss the findings of questionnaires now being circulated among NERSICA members on office procedure. Paul Daniluk, Danco, Inc., Denver, Colo., will be moderator and a six-man panel will aid Mr. Gager in answering questions.

Stop Selling Slumps

(Continued from Page 43)

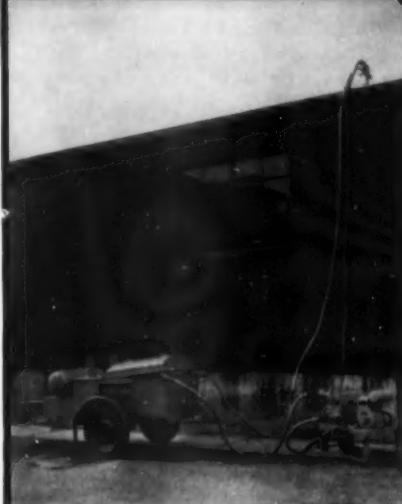
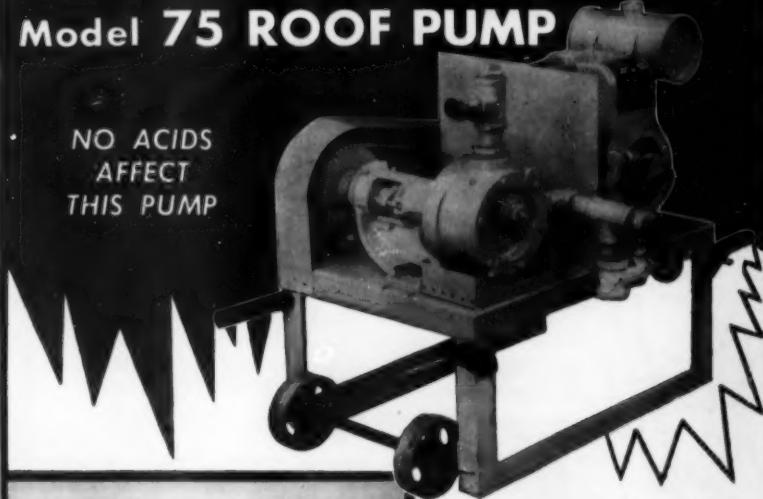
the doctor with the x-ray vision who sees what you have in your pocket, and charges just that much), so that they will be grateful for a helpful and reasonable estimate, instead of getting rid of you when you try to talk them into the type of siding that's beyond their means; if, in other words, you show in business the sharp interest in others that you do in your personal and social life, then being an extrovert means good commissions.

And then a funny thing will happen. Since you'll be acting with all the outwardness and close personal interest of a friend, why, you'll grow that way, and find yourself *feeling* like one. This

*Hot Stuff right up on the Roof Quickly
and Efficiently*

Model 75 ROOF PUMP

NO ACIDS
AFFECT
THIS PUMP



Turn on the Dispenser Head on the Roof and there's the Hot Stuff—no buckets to hoist—no spilling materials. This Littleford 75 Roof Pump saves time, effort and money; makes more profit for the roofer. Model 75 will keep moppers busy on a roof 100 ft. high or better. When the cock is open the Asphalt, Tar or Pitch is ready and hot; when the cock is closed the materials by-pass back into the Kettle.

This 75 Roof Pump is the most durable Roof Pump on the market; acids will not affect it. It's a real money maker, and roofers cannot afford to be without one to stay in active competition. Model 75 Roofers Pump and a "Kwik-Melter" Kettle make a perfect team for low-cost roofing. This Roofers Pump can be used with any make of Roofers Kettle.



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Saves Time, Hard Labor &
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CONVERT YOUR LADDER To a 100-lb. POWER HOIST \$108

• Far lower cost than any comparable power hoist equipment!

• Easily set up for operation in minutes!

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Hoist stand available for hoisting without ladder. Can be used for loads up to 200 lbs.

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Electric Power Hoist 110V, 60C, less Pulley and Frame	\$108.00
Gasoline Power Hoist only	\$137.50
Ladder Hoist Frame	\$19.50
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Also a full line of scaffolding, roof and ladder brackets. Write for illustrated folder to **RG**

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"LET US KEEP YOU COVERED!"

may sound like the malarkey, but let's look at it this way. Some salesmen boast that they can sell anything, even if they know the product is a turkey with a cast iron gizzard and glue-sized giblets. The hawkers on television belong in that slot — they don't have to talk *with* their customers; they just scream *at* them. But we know that most salesmen have to feel that their product is worth the heart and energy they put into it, before they can do a warm selling job. That's why the auto companies invest thousands in getting the boys hepped and hipped up on the new model every year. Move the salesman to move the product, is the idea.

Proud of Product

If you're the extrovert type who starts sending right on the customer's wave length, you find yourself communicating best when you feel your message is worth sending. That means you have to be proud of your product. And that means your product must be a reliable one, and your price a reasonable one.

Of course, you can avoid trouble by not taking yourself seriously, by not meaning what you say. But then you know you won't get across, or not for long. You can put on interest and appreciation for just so long. Then something happens.

Old Army Pal

Like what happened to the old army pal who once visited us. We were fixing up the house, and I mentioned what a good job my wife had done decorating the space room. We all moved toward it, but on the way I tossed open a closet door, intending to show a new panel sheathing I was using. Fred must have missed his cue, because the closet door wasn't even open before he was melting into raptures about what wonderful taste my wife had in her color scheme for the spare room. He blushed through the rest of the evening, and never pressed the "appreciation" button again.

The point was, Fred was too much concerned with the impression he wanted to make, not enough with the actual situation. He was something like the famous violinist who said to the other musician, "Oh, but now let's talk about you. Tell me, what did you think of my last concert? Turn

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TARZAN**ROOFERS' MOP**

- More economical
- Longer life
- Permanent handle
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Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

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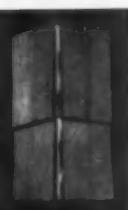
TRINIDAD
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in wood barrels and metal drums for mastic and roofing.

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USE KOKOMO KORNERS**For Wood Shake Siding**

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.
711 South Main Street, Kokomo, Ind.

the story around, and think of yourself, look at yourself, only in relation to the customer. What do you think you are doing to him?

Sell Yourself

Salesmen are suppose to sell themselves, this we all know. This doesn't mean, salesmen must call attention to themselves. The second part of the advice hides underneath: "Salesmen must sell themselves so they can sell their product."

Only mature people can have friends, because only mature people can get outside of themselves and consider others. A definition of maturity is the ability to get outside and see things and people as they really are, not as one wants them to be. That kind of extroversion I'll buy gladly. So sell yourself, exude the charm, tell the anecdote, squeeze the hand, slap the back — only if the situation demands it, and the customer will go along with it.

Watch Technique

I was visiting an old teacher of mine, one of those crusty characters with a cool outside and a warm inside. He asked me to stay around and observe the technique of a new insurance agent in town. The man came, was polite, affable, considerate. Then I saw him lose the sale in two seconds, without a word. While leaning forward to show an actuarial table, he put his hand on Mr. Chip's knee. I saw my friend tighten up, and within fifteen minutes the salesman found himself outside. If he were sweet sixteen he'd be weeping himself to sleep on his moist pillow wondering what he had said wrong.

He should have noticed that a man who preferred to sit in a straight-backed chair, who had no television set but a wall-full of classical records, who stood up when his wife came into the room, and who always said "Mr. Bowers" or "Sir" when he asked the salesman a question, was not the kind of man who would like his knee massaged by a complete stranger. That was one back that a smart salesman would not slap (or a knee he would not touch!).

So let's be extroverts, but the right kind. Let's get outside of ourselves far enough to get into the customer, and the whole set-up. And we'll find ourselves liking our work, our customers, and ourselves.

we're flabbergasted!

You could have knocked us over with a roof mop when we saw what was happening!

When we here at Aeroil broke the biggest kettle news in 30 years, we knew it was big, but we didn't dream it was going to result in such a deluge of orders and inquiries. You're popping the seams of our mailbags and we love it!

To the hundreds of you who have already placed your orders and to the hundreds who are ordering at this moment we say two things: first — Aeroil thanks all of you for your orders, inquiries, and intense interest in the new LO-LOAD Heet-Master... second — we beg you all to please be patient. We're delivering new LO-LOAD Heet-Master kettles as fast as we can, and we're answering the mountain of mail with all the speed possible. Please bear with us.

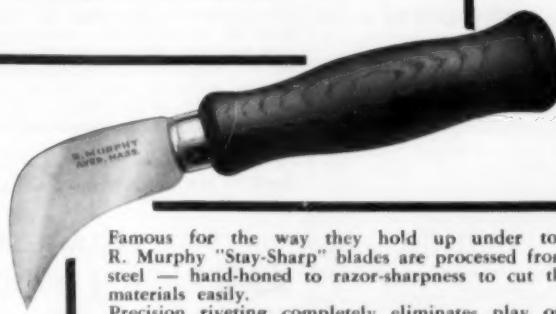
We were flabbergasted. We still are! The biggest kettle news in 30 years was even BIGGER than we thought!

Aeroil Products Company, Inc.
South Hackensack, New Jersey

You can see the LO-LOAD Heet-Master at booth 74 in the Hotel Statler, New York City, during the NERSICA Convention March 22, 23 and 24, and at booths 58 and 59 in the Jung Hotel, New Orleans during the National Roofing Convention March 8, 9 and 10th.

CUT SHARP and CLEAN without WOBBLE or PLAY

R. MURPHY "Stay-Sharp" ROOFING KNIVES!



Tested
Quality
for
Over
100
Years

Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.

Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.

For the *steepest, cleanest, easiest cutting* roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

*There's an R. Murphy Knife for every purpose.
Write for FREE catalog showing the complete line.*

R. MURPHY Knives

AYER MASSACHUSETTS

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